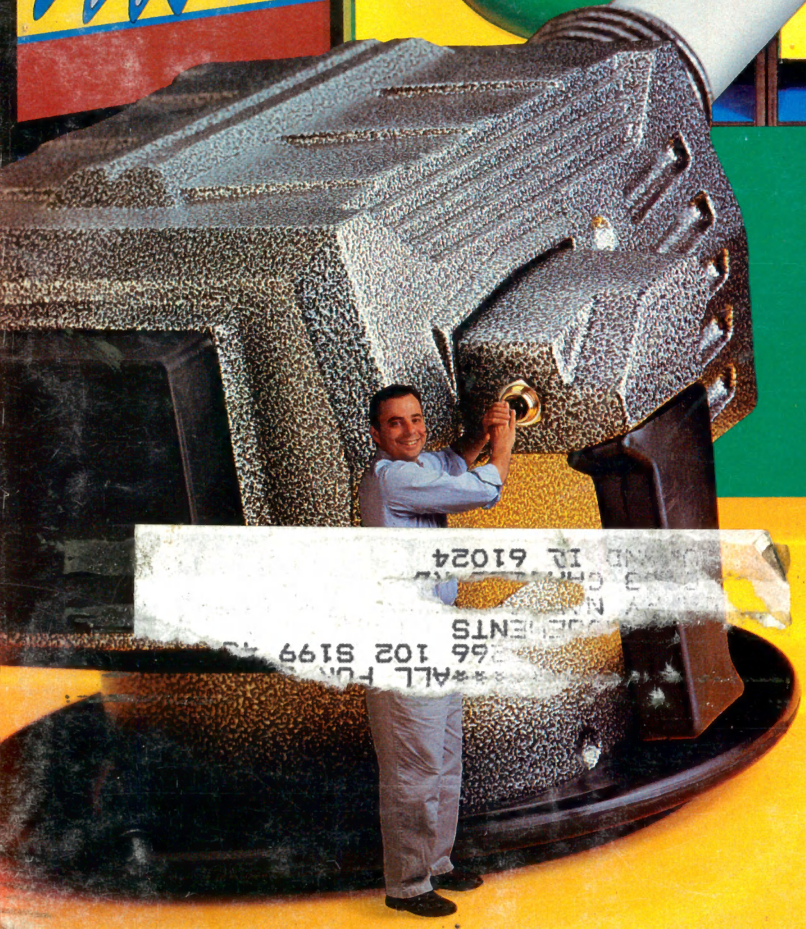
VOLUME 18, No: 6 FOR THE COIN-OP ENTERTAINMENT INDUSTRY MAY 1992

PLAY METER Magazine

REDEMPTION IS BIG



Spring Buyer's Guide

If you thought Mad Dog McCree was an adventure, wait until you experience...

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NEWS BULLETIN

► **WISCONSIN'S GAMBLING POSTURE UNCERTAIN...** Gov. Tommy Thompson called for a special session of the Legislature (commencing April 14) to clarify acceptable gambling activities once and for all. The bill would curb future gambling expansion, narrowly define the term "lottery," and push up dates for negotiating with remaining Indian tribes that do not yet have compacts with the state.

The bill is perceived as an about-face for Thompson, who recently proposed a video lottery program (subsequently shot down) with 45 percent of the proceeds for the state. The new anti-gambling bill passed the Senate 25-8; the Assembly sent it to committee. State lawmakers, leery of making any sweeping decisions in an election year, want to have public hearings and come back to the issue in May. One of the major concerns is the impact on Indian gaming. Indian tribes are feeling the sting of gambling competition, anticipating the loss of economic progress achieved through their casino operations. For background, turn to the "News" section.

► **SIDES STILL NOT TOGETHER IN FLORIDA...** Put the optimism on hold. Despite promises that the Florida Amusement and Vending Association (FAVA) and the Family Arcade Alliance (FAA) would set aside their differences and work toward a common legislative good, things have unraveled again.

At the early April FAVA show in Orlando (see page 50 for the complete story), the two sides pledged that they would create a steering committee to fight—as a single entity—the taxation threats posed by the Legislature. But as of April 23, eight days before the start of a legislative special session, no such committee had been officially formed.

"There seem to be a few principals from FAA who are on the fence; they can't decide if they want to work with FAVA or go it alone," said FAVA legislative chairman Manley Lawson. "The FAVA board has approved the agreement to form the steering committee, but FAA hasn't done so yet. This is going to be the final special session; it's designed to balance the state budget, which is constitutionally mandated, by May 31.

"We believe we have the opportunity to obtain tax relief, but by the same token, there's also the opportunity that the flat tax could resurface—or worse, that it will come back *in combination with* the current gross receipts tax (the governor vetoed the flat tax shortly after the FAVA show). All of this could happen unless we exert the energy necessary to influence the special session."

What's needed, bottom line, is money, Lawson says. "The sad fact is that if FAVA and FAA had taken the money that we spent separately and used it to push for something that both sides could've lived with, we would've had relief already. Now things are up in the air," he concluded. Stay tuned.

► **LOUISIANA GIVES NOD TO TRACKS...** Louisiana's five race tracks will have the first video poker games in operation when a test run begins June 1. The date for statewide start-up is still July 1. The La. State Police, which administers the program, has received license applications from 25 manufacturing companies (18 have passed suitability requirements; games now go to the testing lab), 23 distributing companies, and many game operators and locations.

Contrary to local press reports stating that there are "few requirements" for licenses, there are in fact stringent background investigations and financial disclosures needed for every level of participation. News articles that estimate profits from video poker conveniently leave out the mention of hefty game costs up front.

► **CCMA HOPES TO KILL TAX...** A California legislator's attempt to stick the coin-op amusement industry with a seven percent sales and use tax appears to be losing momentum, according to John Wendt, co-manager of the California Coin Machine Association (CCMA).

Senate Bill 1912, proposed by state Sen. Lucy Killea of San Diego, would levy the tax on video games and other coin-op equipment and raise, in Killea's estimation, $60 million for education (later amended to go to the state's general fund). But the bill failed to make it out of a necessary committee in early April; the next date for consideration is May 5. If it fails then, the matter should be put to rest—at least for this session.

"I feel good about our chances for defeating S.B. 1912, but a similar bill will probably resurface next year," Wendt said. "Lawmakers believe there's money to be made off of our industry, or, at least, they know they can get a lot of good publicity by targeting us."

► **KAMA TAKES BULL BY THE HORNS...** The Kansas Automatic Merchandising Association has embarked on a statewide television blitz asking voters to express their feelings on video lottery. Instead of reacting to legislative rhetoric and/or negative press on the issue of gambling, the association decided to become pro-active and take the message directly to the people via television.

The 30-second spots aired on all three networks for an entire week in late April during the 6 p.m. and 10 p.m. news programs. The message: "If you're sick and tired of tax increases...call your state legislators. Tell them to vote YES for video lottery. If you don't know the phone numbers of your legislators, call the Legislative Hotline (1-800-432-3924) and ask. Forty percent of the revenue from video lottery terminals will go to the state. In partnership with Kansas small businesses, our state can raise over $100 million a year—without raising your taxes! Those who play are the only ones who'll pay. Call your legislators NOW." At last report, phone lines to the capital building were humming.

► **NSM GETS SECOND NEW ENGLAND DISTRIBUTOR...** NSM-America has chosen Mondial to represent its jukebox line in the Boston area, according to NSM-America president Rus Strahan. Mondial recently opened its New England office, giving the company four on the East Coast.

"We already have a long-standing NSM distributor in the area: T & M Distributors in Danielson, Conn.," Strahan said. "More than that, they are one of the very best distributors in the nation—not just for NSM, but for a number of other major coin equipment manufacturers. To have a single good distributor representing a territory is hard to do these days, but having two is all but unheard of."

Said T & M's Mike Riquier, "It was a bit upsetting at first to have another NSM distributor appointed in my area, but I understand the relationship between NSM-America and Mondial. They have the NSM line in their other three offices, so it's natural that they'd want it here, too. NSM-America handled it in a very professional way, and as it turns out, the competition hasn't hurt us a bit. Sales have never been better for us. We emphasize after-the-sale service and have built our reputation on that."

► **ASAHI SEIKO SETTLES PATENT CASE...** Asahi Seiko Co. Ltd., a Japanese manufacturer of coin-handling equipment, has settled its dispute with Taiwan's Yiin Wang Industrial Co. Ltd. over Yiin Wang's sale of coin dispensers.

Asahi Seiko sued Yiin Wang in a Nevada U.S. District Court, alleging that Yiin Wang coin dispenser models CH-500 and DH-750 were copies of its coin dispensers and therefore infringed its U.S. patents. Asahi Seiko also alleged that Yiin Wang copied pages from the Asahi Seiko product catalog and used them in its catalog, thereby infringing Asahi Seiko's copyright rights and competing unfairly.

By an agreement and by order of the court, Yiin Wang may not make, use, sell, distribute, market, or advertise coin dispensers that infringe Asahi Seiko's patents. Yiin Wang also may not copy Asahi Seiko's catalog or use photographs of its products in the advertising and promotion of Yiin Wang products. Finally, Yiin Wang has destroyed its inventory of products that infringe the patents in suit, including models CH-500 and DH-750 and materials having photographs of Asahi Seiko coin dispensers.

► **ROMSTAR TO MOVE...** Romstar Inc. plans to relocate its offices from Torrance, Calif., to the Bay area sometime in July. Details on the location and exact date of the move will be announced at a later date. "This move is being made to accomplish Romstar's long-term objectives," commented Romstar vice president Rene Lopez.

► **NEW SALES OFFICE FOR BROMLEY...** The sales department at Bromley Inc. has moved; the address is 136 Forest Ave., Lake Zurich, IL 60047. The phone and FAX numbers are (708) 438-3834 and (708) 438-5254, respectively. Bromley Inc. remains headquartered in Chicago, and service for its games continues to be handled through Grand Products in Bensenville, Ill. Also, Bromley Inc. has hired Joe Bundra to be its sales manager.

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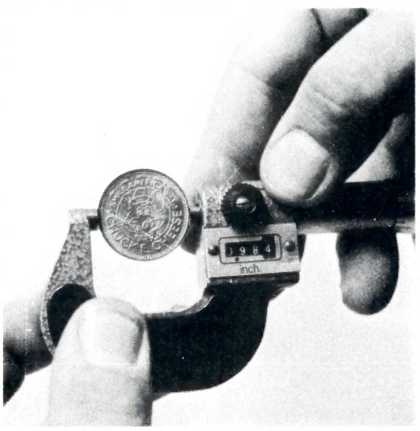

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Just in time for your shopping pleasure. Every kiddie ride, crane, rotary, coin pusher, ticket and non-ticket novelty, sports game, and specialty machine known to our industry—in one giant 56-page secton complete with manufacturer index.

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COVER

Redemption games can be "bigger than life," like these Meltec favorites: *Big Mouth, Great Frog Race,* and *Knock Down.* Guiding the company are Michael McEwan (foreground), Roy Nishi and John McEwan (top right).

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EQUIPMENT POLL

Buying the right game can be a "make-or-break" proposition for the operator. This chart is based on operator evaluations and is designed to provide information needed to make prudent game purchases. The longevity points indicate a game's staying power.

VIDEO & PINBALL COMBINED

	GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10
1.	Street Fighter II	(*Capcom*)	9.18	14	14
2.	Street Fighter II Champ Ed.	(*Capcom*)	9.14	1	1
3.	Terminator 2	(*Williams*)	9.07	10	10
4.	Terminator 2	(*Midway*)	9.06	7	7
5.	The Addams Family	(*Bally*)	9.03	3	3
6.	Steel Talons	(*Atari*)	8.60	8	8
7.	WWF Wrestle Fest	(*Am. Technos*)	8.06	9	9
8.	Race Drivin'	(*Atari*)	8.05	19	19
9.	Final Lap II	(*Namco*)	8.00	15	15
10.	Fun House	(*Williams*)	7.95	16	16
11.	Batman	(*Data East*)	7.71	7	4
12.	The Getaway	(*Williams*)	7.70	1	1
13.	Hard Drivin	(*Atari*)	7.69	37	36
14.	Star Trek	(*Data East*)	7.65	5	5
15.	Hurricane	(*Williams*)	7.62	5	5
16.	X-Men	(*Konami*)	7.44	2	2
17.	Captain America	(*Data East*)	7.34	7	7
18.	Road Riot	(*Atari*)	7.27	9	9
19.	Double Axle	(*Taito*)	7.25	7	2
20.	Sunset Riders	(*Konami*)	7.24	7	4
21.	Gilligan's Island	(*Bally*)	7.23	11	11
22.	Earthshaker	(*Williams*)	7.22	37	36
23.	Race Drivin' Panorama	(*Atari*)	7.00	11	8
24.	Fatal Fury	(*SNK*)	6.94	4	4
25.	Final Lap	(*Atari*)	6.91	36	31

REDEMPTION

ALLEY BOWLERS

		POINT VALUE
1.	Skee-Ball (*SkeeBall*)	7.61
2.	Smartball (*Smart*)	7.38
3.	Bowlingo (*Capcom*)	3.00

SPORTS GAMES

		POINT VALUE
1.	Hoop Shot (*Doyle*)	6.89
2.	Putting Challenge (*ICE*)	6.85
3.	Slug Fest (*Williams*)	6.81
4.	UB-QB Football (*Nat'l Sports*)	6.38
5.	Shoot To Win (*Smart*)	6.13
6.	Championship Basketball (*Grayhound*)	5.88
7.	Pop-A-Shot (*Pop-A-Shot*)	5.50
8.	Panda Pitch (*Doyle*)	5.25
9.	Super Pro Quarterback (*Smart*)	5.25
10.	Quik Shot (*Design Plus*)	4.25

SINGLE COIN PUSHERS

		POINT VALUE
1.	Rock N' Roll (*Betson*)	7.67
2.	Klondike (*Betson*)	7.17
3.	Wedges/Ledges (*Betson*)	6.75
4.	Starburst (*CCI*)	6.00
5.	Clown Around (*Betson*)	5.00

SINGLE CRANES

		POINT VALUE
1.	Clean Sweep (*Smart*)	7.18

SINGLE CRANES (cont.)

		POINT VALUE
2.	Top Choice (*Betson*)	7.00
3.	Jumbo Crane (*Grayhound*)	6.80
4.	Hollywood Crane (*Maxwell*)	6.71
5.	Big Choice (*Betson*)	6.67
6.	Skill Crane (*Grayhound*)	6.33
7.	Kramer Krane (*Kramer*)	6.00
8.	Action Claw (*Betson*)	5.80
9.	Tiger Paw (*Drews*)	5.33
10.	Challenger (*Wedges/Ledges*)	4.25

JR. BASKETBALL

		POINT VALUE
1.	Bozo Basketball (*Design Plus*)	6.43
2.	Lil' Hoop Shot (*Doyle*)	6.38
3.	Shoot To Win Jr. Basketball (*Smart*)	5.00
4.	Jr. All American (*CCI*)	5.00

ROLL DOWNS

		POINT VALUE
1.	Poker Roll (*Coastal*)	5.33
2.	Clown Rolldown (*Bay Tek*)	5.25
3.	Roll Down (*Bay Tek*)	4.67
4.	Fielder's Choice (*Bay Tek*)	4.33
5.	Quacker's (*Seidel*)	4.33

NOVELTY

		POINT VALUE
1.	Wacky Gator (*Data East*)	7.42

NOVELTY (cont.)

		POINT VALUE
2.	Hop-A-Tic-Tac-Toe (*Data East*)	7.33
3.	Dump The Ump (*Doyle*)	6.71
4.	Bank It (*Capcom*)	7.25
5.	Beat The Clock (*Betson*)	6.67
6.	Feed Big Bertha (*Smart*)	6.67
7.	Pop-A-Ball (*Coastal*)	6.55
8.	Rock-N-Bowl (*Bromley*)	6.40
9.	Cosmo Gang (*Data East*)	6.38
10.	Skee Toss B.C. (*Betson/Skee-Ball*)	6.00
11.	Toss 'Em (*CCI*)	5.67
12.	Reel Poker (*Betson*)	5.67
13.	Hungry Hungry Hippos (*ICE*)	5.60
14.	Whac-A-Mole (*Bob's Space*)	5.57
15.	Bozo Grand Prize Game (*Exit*)	5.50
16.	Fire Fighter (*CCI*)	5.50
17.	Troll (*Exidy*)	5.33
18.	TMNT Pizza Drop (*Exit*)	5.14
19.	Bowler Roller (*Bob's Space*)	5.00
20.	Can Alley (*Bob's Space*)	4.67
21.	Ghost Town (*Bromley*)	4.50
22.	Pop-A-Tac-Toe (*Coastal*)	4.33
23.	Rebound(*CCI*)	4.33
24.	Pig Racing (*CCI*)	4.00
25.	Sonic Blast Man (*Taito*)	4.00
26.	Mr. Six Gun (*Vari-Tech*)	4.00

VIDEO KITS

	GAME	POINT VALUE	LONGEVITY POINTS		GAME	POINT VALUE	LONGEVITY POINTS
1.	Street Fighter II (*Capcom*)	9.18	780	18.	Rim Rockin' Basketball (*Strata*)	5.83	94
2.	WWF Wrestle Fest (*Am. Technos*)	8.06	462	19.	Tetris (*Atari*)	5.79	1
3.	Captain America (*Data East*)	7.34	353	20.	Ninja Combat (*SNK*)	5.79	*
4.	Fatal Fury (*SNK*)	6.94	144	21.	King Of The Monsters (*SNK*)	5.67	204
5.	Spider Man (*Sega*)	6.73	166	22.	Robo Army (*SNK*)	5.67	*
6.	TMNT II (*Konami*)	6.50	92	23.	Capcom Bowling (*Capcom*)	5.66	7
7.	Burning Fight (*SNK*)	6.50	202	24.	Gun Force (*Irem*)	5.63	68
8.	Turbo Out Run (*Sega*)	6.43	1,081	25.	Football Frenzy (*SNK*)	5.55	6
9.	Final Fight (*Capcom*)	6.40	1,054	26.	Hydra (*Atari*)	5.54	5
10.	Rai Den (*Fabtek*)	6.33	580	27.	Golden Tee Golf II (*Strata*)	5.50	*
11.	Knights Of The Round (*Capcom*)	6.18	14	28.	Magic Sword (*Capcom*)	5.43	*
				29.	Turbo Force (*McO'River*)	5.43	12
12.	Super Baseball 2020 (*SNK*)	6.15	200	30.	Smash TV (*Midway*)	5.41	*
13.	King Of Dragons (*Romstar*)	6.14	39	31.	WWF Super Stars (*Am. Technos*)	5.39	870
14.	Track-Pak (*Leland*)	6.13	538				
15.	Clutch Hitter (*Sega*)	6.10	363	32.	Baseball Stars (*SNK*)	5.36	2
16.	High Impact Football (*Midway*)	6.08	569	33.	Atomic Punk (*Irem*)	5.33	*
				34.	Cyberball 2072 (*Atari*)	5.26	510
17.	Pit-Fighter (*Atari*)	5.94	563	35.	Sengoku (*SNK*)	5.26	186

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS		GAME	POINT VALUE	LONGEVITY POINTS
1.	Street Fighter II Champ. Ed. (*Capcom*)	9.14	59	9.	Double Axle (*Taito*)	7.25	227
				10.	Sunset Riders (*Konami*)	7.24	267
2.	Terminator 2 (*Midway*)	9.06	403	11.	Race Drivin' Panorama (*Atari*)	7.00	475
3.	Steel Talons (*Atari*)	8.60	432				
4.	Race Drivin' (*Atari*)	8.05	992	12.	Final Lap (*Atari*)	6.91	1,409
5.	Final Lap II (*Namco*)	8.00	710	13.	Super High Impact (*Midway*)	6.88	360
6.	Hard Drivin' (*Atari*)	7.69	1,785				
7.	X-Men (*Konami*)	7.44	92	14.	Total Carnage (*Midway*)	6.88	67
8.	Road Riot (*Atari*)	7.27	464	15.	Mad Dog McCree (*Betson*)	6.86	439

PINBALLS

	GAME	POINT VALUE	LONGEVITY POINTS		GAME	POINT VALUE	LONGEVITY POINTS
1.	Terminator 2 (*Williams*)	9.07	575	8.	Gilligan's Island (*Bally*)	7.23	477
				9.	Earthshaker (*Williams*)	7.22	1,379
2.	The Addams Family (*Bally*)	9.03	172	10.	Elvira (*Midway*)	6.86	1,122
3.	Fun House (*Williams*)	7.95	826	11.	Hook (*Data East*)	6.80	53
4.	Batman (*Data East*)	7.71	235	12.	The Machine (*Williams*)	6.74	570
5.	The Getaway (*Williams*)	7.70	49	13.	Whirlwind (*Williams*)	6.69	1,005
6.	Star Trek (*Data East*)	7.65	223	14.	Dr. Dude (*Bally*)	6.61	434
7.	Hurricane (*Williams*)	7.62	236	15.	Diner (*Williams*)	6.57	269

* New or reappearing games.

FROM THE EDITOR

It was bound to happen

Well, I've been sitting here in front of my computer trying to begin my informational, entertaining editorial that all of you wait so patiently for month after month. Since I've been spilling my feelings out to ya'll for many years now, I should have known there would come the day I could not think of a thing to write about.

Don't get me wrong, I've got a few ideas rolling around in my head, but none that would by itself fill up this whole page. But why should that stop me? It shouldn't, of course, so what I'll do is use this valuable space to mention but a few things that are on my mind.

First, I'm disappointed and feel greatly for a certain operator we've talked with several times who has obviously been shamelessly ripped off by some unscrupulous businessmen posing as industry representatives. You know the scenario: an ad in the paper offering games and "free" locating service. The games either don't show up or the locations are nonexistent. Now this operator is out nearly $30,000 and I'm sure feels the industry is a scam. I hope he doesn't get elected to some public office anytime soon.

I've also been pondering the rationale of operators who claim they can't attend trade shows. It's certainly a contradiction to those who claim how important the shows are. I know that AMOA and ACME are more than equipment and more than spending time at your favorite bar. Seminars, discovering new support/supply companies, meeting with manufacturers, and getting a feel for what the business is all about cannot be taken lightly. How can anyone in this industry say it's not important? Alright, I'll concede that it may be cost prohibitive to go to a national show, but a state show? There's no excuse at all for not going. How can anyone run a business and not be eager to find out what the latest issues are in the state?

I've been asked more than once about the state of the industry and with a lot of thought, I can honestly say that I believe it's OK. No, not what it could be or may be in the future, but surviving. I see operators taking a wait-and-see attitude toward video lottery and that scares me a little. There's way too much infighting and disagreements about it. With states so desperate for money, gambling seems to be the most acceptable way of raising funds. Unfortunately, gambling seems to bring out the greed in too many. And we can't forget it's an election year. Will video lottery be good for your state, for your business? Whether you're for it or against it, if it's legalized it will affect you. Again, get to your state show and find out what's really going on.

The IFPA pinball tournament was a success and I'm looking forward to next year. In fact, why couldn't I practice up and play in it? OK, I know I'm not a good game player, but the point is that these players have such a good time. Anyway, get involved in the IFPA and have some players at the next show. Doug Young and all the guys who worked it deserve a big hand for the tremendous job they did.

I'd like to thank two very special people for the kindness they showed me recently. As some of you may remember, it was three years ago in March that my daughter died. While it seems ages, I still think of her and miss her just as much as ever. Joel Friedman's (Rowe) secretary, Loretta, called me on the anniversary of Kim's death and sent me a beautiful poem that I will always cherish. Loretta lost her own daughter three years ago come November, and she has been a comfort many times when I needed to chat. Also, Jan Green of Green Coin Machine took the time during ACME to give me an article she had cut out of the paper about losing a child. In the midst of the hectic show, she cared enough to think about me. Thanks to both of you—more than you'll ever know.

We're coming up on the summer months that are dreaded by some and relished by others. When we emerge in the fall we'll have a much better idea of the status of the industry. I don't think we'll be disappointed. Optimistic? Sure, we all should be. □

Valerie Cognevich

Valerie Cognevich
Editor

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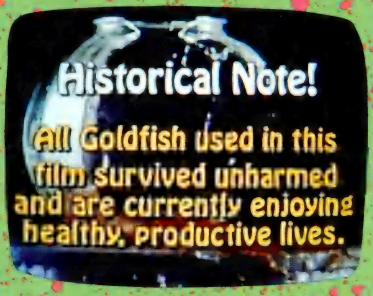

Historical Note!
All Goldfish used in this film survived unharmed and are currently enjoying healthy, productive lives.

"I hate to feed the fish"

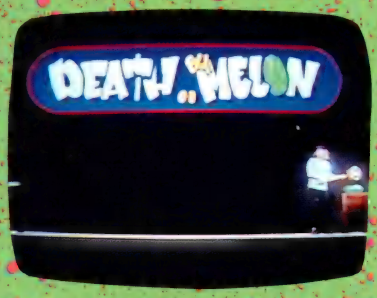
"I hate gadgets"

"I hate to be woke up by the alarm clock"

"I hate rats"

"I'll fix that gumball machine"

Use the apple computer to add coins and continue playing



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LETTERS

A comment

Just read Valerie's editorial (March '92); good stuff!

Let me add to this keep-the-customer-happy bubble (for lack of a better term). Don't you agree that a company in any industry has to have at the very least adequate service to still be in business?

My point is that *every* company tries its best to service the customer and keep him happy. What really sets the operator apart from his competitors is organized league play on coin-op equipment. Why? Good question; I'll try to answer it.

Run professionally, league play in the location creates a ton of goodwill for vendors. League play draws the Friday and Saturday bar bug back to that location on a slow night to participate (coin drop), drink, and eat. I don't know a location owner that wouldn't want an extra 10 to 12 people in his bar on a slow Tuesday.

Most importantly, we have lost control. Location demands on the operator are the worst I've seen in my 16 years in this business. There is always a vendor that would take your location in a heartbeat if you don't respond to every childish whim for Joe the Owner. Leagues help get back the control that is vital.

Leagues are run on equipment that stays, for the most part, on location for a long time. Your purchases go down, yes, but the operator that involves himself in operator-run leagues is healthy and will be able to afford the videos, music, etc.

Finally, sure, do your best to keep your customer happy with service, but keep in mind it guarantees you nothing at all! Gain control of your customer by supplying him with clientele. That's what locations understand and react to.

Lou Larson
Atlas Dist., Pittsburgh, PA

Good reading

When Marcus Webb sent me a copy of "Shadows at Noon," written and published by his wife Margot Webb, he said it was primarily a children's book. I thoroughly agree—for children 8 to 80!

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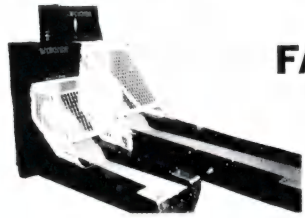

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LETTERS

It's a true story of love, terror, and escape in Germany when the Nazis were taking over the country. The book reminds me of "The Diary of Anne Frank" since both portray young girls subjected to the inhuman events of the Nazi terror.

Strange as it may seem, there are Neo-Nazis, Fascists, Skinheads, and others who have declared the Holocaust and the persecution of Jews did not exist. They deny the gas chambers, ovens, and concentration camps. To be frank, the denial of these horrors is easy to understand. Why? Because we must ask how it is possible for one man like Adolf Hitler to inspire thousands to be as cruel and inhuman toward their fellow man as the Nazis were toward the Jews. It's as hard to understand the burnings and cruel tortures used against political and religious prisoners throughout history. Even today the persecution by cruel dictators and totalitarian governments continues.

It is good that books like "Shadows at Noon" are written to remind us once again what can happen when an entire country becomes fanatical. The dictionary describes a fanatic as "one who has extreme enthusiasm or zeal as in religion, politics, etc." But what fanaticism really means is that the person who becomes a fanatic looses all sense of values, logic, and clear thinking. He becomes insane and doesn't know what he is doing. Adolf Hitler was such a man. He found out it is easier to unite people in common hatred than in common love. Have we learned a lesson from the Holocaust, wars, torture, killings? Probably not. And we wonder when it will ever change. Margot Webb will perhaps write a sequel and give us her theory and advice for the future.

I urge all of you to read "Shadows at Noon." But let me warn you that you may get mad while reading certain parts, you will experience the horrors of a time that should not be forgotten, but you'll be a better person for having read it. □

Louis Boasberg
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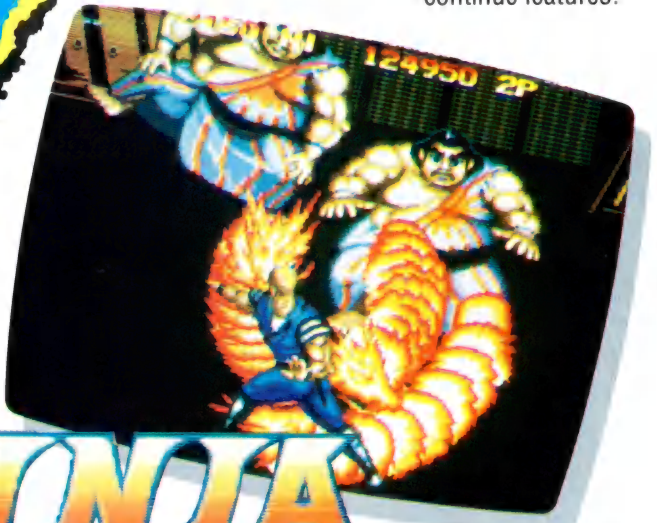

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Thompson calls session for gambling "freeze"

Gov. Tommy Thompson of Wisconsin wants to bring vexing gambling issues to a speedy conclusion. After an avalanche of adverse press on gambling, both legal and illegal, Thompson called a special session of the Legislature on April 14 to consider a bill limiting gambling in the state.

The bill would effectively define which games are legal for the State Lottery Board to operate and which games are illegal; casino-type games would be prohibited. Charitable bingo and raffles would stay legal, as would parimutuel wagering. Video poker machines would be termed illegal.

This "freeze" on gambling would also affect Indian tribes that have not yet negotiated compacts. Eight of 11 tribes have seven-year compacts; Winnebago, Menominee, and Potawatomi tribes do not. If the law is approved, the remaining tribes would have until May 1 to conclude compact negotiations. The Winnebago tribe is currently proposing four casinos, one in Blooming Grove, Wis. (outside of Madison).

Federal law dictates that Indians can engage in any form of gambling that is considered legal in a state. It is uncertain what would happen when existing Indian compacts expire in seven years.

In return for a vote "clearing up" gambling, the governor would veto a last-minute budget provision that would allow simulcasting an unlimited number of dog and horse races at local dog tracks.

Gambling issues came front and center in the state budget process when Thompson proposed legalizing video poker games, with proceeds earmarked for property tax relief. He wanted a 45 percent share for the state. The state's coin machine operators had already proposed a video lottery bill that was soon eclipsed by the governor's bill.

Many Democrats, including Attorney General James Doyle, decried such a proposal from the Republican governor, who was considered to be anti-gambling. In January, a blue ribbon task force appointed to consider gambling in Wisconsin recommended expanded gambling activities in the state. A gambling freeze would end video lottery efforts, for now. Check the News Bulletin for the latest developments.

Personnel changes at Atari Games

Elaine Shirley

Holly LaMontagne

Anne Hayes

Elaine Shirley, a 19-year veteran at Atari Games, will now handle sales west of the Mississippi as Western regional sales manager. (Jim Newlander remains Eastern regional sales manager.) Shirley had been head of customer service for the past seven years.

"Because of Elaine's solid relationship with our distributors, we know she'll do an excellent job as Western regional sales manager," said Mike Taylor, Atari's vice president of sales. "Her previous responsibilities included many sales functions already, and now she is eager for this new challenge."

Replacing Shirley as manager of customer service is Holly LaMontagne, who's worked previously for Atari in both manufacturing and customer service. Since 1984, she's managed the customer service group at Wyse Technology.

"Holly's expertise in managing customer service is a great asset to Atari Games," Taylor said. "Her experience in handling customer support is instrumental in maintaining our leadership position in the industry."

In another personnel move, Anne Hayes has been assigned to the new position of import/export manager for the International Business department. She will be responsible for sales in the Far East, Australia, and South America, as well as the sales activities for licensed product.

Said Atari president Hide Nakajima, "Anne is an expert in this field. She is very familiar with our operations and sales functions, both here and in our factory in Tipperary, Ireland."

Atari, by the way, was voted AAMA's 1991 Manufacturer of the Year for the third year in a row. The award is based on game quality, production, and design; customer satisfaction; and marketing/promotion.

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To learn how to prevent child abuse, contact your local chapter of the National Committee for Prevention of Child Abuse or write: NCPCA, Box 2866, Chicago IL 60690. This message brought to you as a public service by the American Amusement Machine Association.
AAMA

The AAMA child abuse prevention poster featuring Bo Jackson.

Bo Jackson on AAMA poster

Super athlete Bo Jackson is the latest celebrity to appear on a public awareness poster designed to spread the word about child abuse prevention. The four-color poster, produced by AAMA in conjunction with the National Committee for Prevention of Child Abuse (NCPCA), features Jackson, his two sons, and the message "Bo Knows You Don't Hit Kids."

Previous posters have featured John Madden, Nolan Ryan, and Fred Savage.

The Jackson poster is being distributed to schools, libraries, businesses, and youth-serving organizations and associations throughout America. It was a featured element of the "National Child Abuse Prevention Month" campaign last month.

"I am delighted to participate in this worthwhile cause," Jackson said. "Everyone should take an active role in preventing child abuse because, as the poster says, it shouldn't hurt to be a child." Jackson was honored at a Chicago White Sox game on April 15 for his participation. AAMA executive vice president Bob Fay and board member Frank Gumma Jr. presented him with a mounted poster, while NCPCA officials gave him a plaque. We'll have pictures next month.

"Children are our business," said AAMA president Bill Rickett. "In this industry, there is no better use of our energy than to keep America's children free from mental and physical abuse. AAMA's purpose in supporting this poster project is to help NCPCA reach its goal, which is to effectively prevent and reduce the incidence of child abuse in this country."

Presidents meet during ACME

From left: Masaya Nakamura (JAMMA), Bill Rickett (AAMA), and Gene Urso (AMOA).

The presidents of AMOA, AAMA, and JAMMA met during the American Coin Machine Exposition to discuss issues facing the industry and ways to improve it. Among other things, presidents Gene Urso (AMOA), Bill Rickett (AAMA), and Masaya Nakamura (JAMMA) made a strong commitment to tackle the problem of international counterfeiting.

To keep the lines of communication open, the trio agreed to hold joint meetings at each association's trade show. The next one is scheduled during the August JAMMA show in Chiba, Japan.

Beware of thievery

The Illinois Coin Machine Association warns that a theft ring is moving from New England to the Midwest. Apparently crooks have been stealing jukeboxes, *Neo-Geos*, and *Street Fighter IIs* by posing as fake servicemen. They tell the location owner that a game or jukebox needs to be taken to the shop for service. The equipment then disappears — poof! So be on your toes.

Devlin to PARS

H.A. Devlin (l) has joined the sales staff of PARS Electronics. He's pictured here with company president Jon Hafezi.

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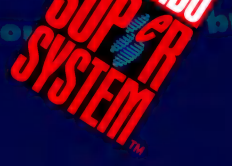

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Industry living legend William "Si" Redd recently paid a backstage visit to George Burns after a Las Vegas performance. Burns promised Redd tickets to his 100th birthday blowout in 1996 and left him with these words: "Youngster, hang in there!" Redd, by the way, was honored for having made "the greatest contribution to the advancement of gaming" at the recent IGBE convention.

Fourth Northeast Regional set

Organizers of the Northeast Regional Trade Show are gearing up for their fourth annual event, to be held May 29-31 at the Westchester Marriott Hotel in Tarrytown, N.Y. A record number of exhibitors and attendees is expected.

Exhibits will be set up in large rooms surrounding the indoor heated pool, creating a fun, laid-back atmosphere. There is no charge or registration fee to attend the show, so attendees are encouraged to bring their families.

Saturday's free seminar program will include the following speakers: Steve Epstein of The Broadway Arcade on "A Practical Guide to Leagues and Promotions for Pinball and Other Coin-Op Games"; Arachnid's Robert Mills on "Darts—Leagues and Promotions"; Betson's John Margold on "Redemption Marketing and Merchandising Strategies"; and Ralph Schectman of Prime One-Stop on "Using Programming to Maximize Profits." The Sunday seminar will be devoted entirely to video lottery in New Jersey and New York.

During the show, Randy Fromm will conduct his three-day technical seminar. The $400 session is free to all members (and their employees) of the three sponsoring associations: AMOA-NJ, AMOA-NY, and NYSCMA. Space is limited.

For more information, contact Frank Seninsky or Karen Nagel at Alpha-Omega, 6 Sutton Place, Edison, NJ 08817; (908) 287-4990; FAX (908) 287-3079.

NSM-America's Keith White at the Laniel Automatique service school.

NSM service school builds goodwill

Canadian distributor Laniel Automatique recently hosted an NSM service school for about 50 operators, one of the most successful in the company's nearly 60-year history. It was conducted by NSM-America's national training manager, Keith White, and focused on NSM's *Performer* series of CD jukeboxes.

"At our schools, it's totally 'real world'; operators see us with our hair down," White said. "I recommend strongly that operators attend training schools like ours and our competitors' as a primary information source in evaluating equipment."

Added Jean Coutu, vice president/operating manager for Laniel, "We can't sell something we don't believe in. We can't take advantage of our customers, even if it's just encouraging a purchase at the wrong time. Laniel cannot be successful if our customers are not successful. That's the reason we encourage as much education as possible."

Over a half-dozen members of the Laniel staff spent their full day at the school, answering questions and generally making themselves helpful. The company even provided a private motorcoach to transport operators to a choice dining establishment for lunch. As "an immediate and direct result of the school," Laniel sales manager Michel Bergeron reported receiving "a healthy number of orders, most for NSM's *Performer Grand*. We couldn't be more pleased." Bergeron also commended White for his presentation, complete with visuals and hands-on demonstrations. Even operators who speak only French said they were able to fully understand White.

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J-S Sales buys D&R

J-S Sales Co. of Mt. Vernon, N.Y., has acquired the distribution wing of D&R Industries, a supplier of billiard and amusement machine accessories and parts for over 30 years. This marks the latest phase of growth for J-S Sales, which provides such things as parts and supplies for coin-op amusement machines, myriad billiard supplies, coin acceptors, locks, and monitors.

The new sales team is comprised of 10 direct sales people—six from J-S and four from D&R: Jack Werbaneth, Dean Rogness, Lois Berman, and Frank Sanchez—and over 25 manufacturer's representatives.

"D&R's long standing in the industry presented a unique opportunity for us to implement the next phase of our expansion," said J-S Sales president Don Shimel. Added D&R president Dennis Ruber, "It is natural and timely for us to exit the business of general distribution. We will completely focus on our area of expertise: the designing, manufacturing, and marketing of our championship billiard fabrics, cushion rubber, and various table components."

Jack Werbaneth

Dean Rogness

Lois Berman

Frank Sanchez

Coin-op coming to Russia

The 16 countries of the Commonwealth of Independent States, formerly the USSR, will be represented at the first Eastern European Leisure Exhibition, slated for St. Petersburg, Russia, on Oct. 21-23. Also expected are visitors from Poland, Hungary, Czechoslovakia, Romania, and Bulgaria.

The show, organized by U.K.-based *EuroSlot* magazine, will utilize St. Petersburg's Central Exhibition Hall as the venue. The city served at one time as the capital of Czarist Russia; it still contains many of the original palaces.

EuroSlot has combined with Unicum, a large import/export company in Russia that specializes in coin machines, to put together the exhibition. Over 60 serious inquiries have already been received, according to Stephen Whatmore, chairman of World's Fair Ltd., *EuroSlot*'s parent company. Ninety-three booths are available.

"There are over 300 million people in the CIS and, according to our research, only about 20,000 coin machines," Whatmore said. "Most of the machines are of antiquated design. The market is suddenly open, and there are funds available to import new and used equipment. The companies first through the door are going to dominate the market as it expands."

EuroSlot editor Christine Butterworth said, "There are already structured coin machine markets in Czechoslovakia and Hungary, while Poland is not far behind. These countries will probably lead the old Communist bloc into the 1990s as far as coin machines are concerned. But whatever is happening in Czechoslovakia and the other former 'satellite' countries, Russia and the rest of the Independent States offer vast potential as they begin to get organized."

The expo will be extensively promoted on the international market and within CIS and other Eastern countries. In Russia, Unicum has a mailing list of 4,000 Russian operators; most are very small and localized. Advertising will also be carried in the major Russian newspapers.

The exhibition will also feature a seminar with Russian experts—including government officials—to discuss business opportunities with the CIS.

Companies interested in participating should contact *EuroSlot* at P.O. Box 57, Daltry Street, Oldham OL1 4BB, England; 061-624-3687; FAX 061-628-6921.

Skee-Ball gets UL approval

Skee-Ball Inc. president Joe Sladek announced that after rigorous testing by Underwriters Laboratories, the *Skee-Ball* product line has been found to be in compliance. The games will hereafter be marked with the "UL listed" symbol. (Skee-Ball has also received FCC certification.)

Sladek said safety standards were of the highest concern to his customers, and that he considered it Skee-Ball's responsibility to do all it could to ensure a game's safety. The UL-approved Skee-Ball product line includes 10- and 13-foot alleys; four-player, mini-bonus ball; and *Barnyard Babies*, a redemption game designed for three- to seven-year-olds.

For more information, call Skee-Ball at (215) 997-8900 or FAX (215) 997-8982.

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From left: George Haydocy (NSM), Tony Yula Jr. (Mondial Dist.), Fernando Galeb (Mondial Intl.), Orlando Reyes (Midwest Amusements), George Vasquez (MA), Francisco Reyes (MA), and Rus Strahan (NSM).

Mondial chosen by NSM

Mondial International Corp. has been named exclusive distributor for NSM jukeboxes in South America and the Caribbean, with the exception of Brazil and the Dutch Antilles. The domestic arm, Mondial Distributing Inc., is already one of NSM's largest American distributors.

"I'm really excited about this opportunity," said Fernando Galeb, Mondial's export sales manager. "The potential for CD jukeboxes in the South American and Latin American markets is tremendous, and NSM has by far the best CD product."

Mondial has appointed George Vasquez and Orlando Reyes, principals of Midwest Amusements, as their agents for NSM in Puerto Rico and the Caribbean Islands.

New AMOA-Notre Dame program set for fall

The AMOA-Notre Dame Executive Development Program for Continuing Education will conduct its first session for Group VI on Oct. 15-18. The site is the Notre Dame campus in South Bend, Ind.

The course, designed specifically for coin machine operators, is comprised of five two-and-a-half day sessions (one session each spring and fall, spanning a 30-month period). It's patterned in part after Notre Dame's executive MBA program and includes accounting, budgeting, business law, finances, employee communications and motivation, marketing, and strategic planning.

The registration fee for the first session is $300. For class and housing information, contact AMOA headquarters at (312) 245-1021.

Northwest charities receive AAMCF money

Three generous contributions were recently made from the AAMCF Galante-Dunis Northwest Children's Endowment Fund, created to support various children's charities in the northwestern United States. It was formed in 1991 to honor Ray Galante, president of Music-Vend/Dunis Distributing Co., and Lou Dunis, the late founder of Dunis Distributing.

Galante presented a check to Pat Stusser, co-chairman of the Cornish College of the Arts in Seattle. The money will be used to further develop the institution and fulfill Cornish's goal of being an outstanding center for arts education.

The Dunis children—Stuart Dunis, Elaine Salberg, Nancy Dunis, and Paula Dunis Kelley—made a contribution in memory of their father to the St. Vincent Medical Foundation in Portland. The gift, presented to Foundation executive director Carolyn Winter, will be used to support the HEF/Dialysis Fund.

A third contribution was made to the Rotary PIPE Resource Bank, Seattle Rotary Club. It's a hands-on educational program in which business leaders become involved with the schools and their students.

Ray Galante (r) presents a check to Cornish College's Pat Stusser.

Carolyn Winter (r) of the St. Vincent Medical Foundation receives a donation from the children of the late Lou Dunis, (l-r): Paula Dunis Kelley, Nancy Dunis, Stuart Dunis, and Elaine Salberg.

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Playfair Group expands

There's plenty afoot at The Playfair Group, parent company for Playfair Shuffleboard. The corporate headquarters in Fort Wayne, Ind., now has over 5,000 square feet of newly constructed warehouse space and completely redesigned corporate offices.

"Our goal is to give our customers one-stop professional sales and service," said Playfair president Brian Crowl. "The new space gives us the flexibility and efficiency to do just that. Playfair is determined to grow and meet the needs of its valued customers. Our trademarks are superb quality and outstanding client assistance in all corporate areas."

The Playfair Group is northeast Indiana's largest full-service coin-op amusement and vending machine business. The Playfair Shuffleboard division builds shuffleboards for coin-op and home use. This year promises to be an especially good year for the home sector, as Playfair will have its *Quick Silver* table carried in the Hammacher Schlemmer catalogue and displayed in three national showrooms.

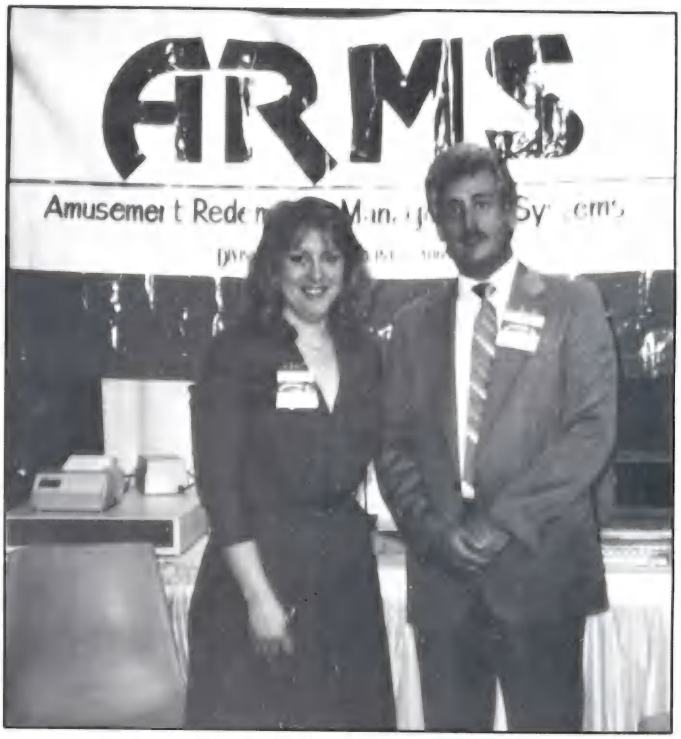
For more information about The Playfair Group, contact Crowl at 7021 Bluffton Road, Fort Wayne, IN 46819; (800) 541-3743; FAX (219) 747-0470.

Bullard joins HMS

HMS Monaco has added Lee Anne Bullard to its national sales force. She's worked previously for Brady Novelty and MS Toy and Novelty. To contact Lee Anne directly, call (800) 742-2849 or FAX (704) 732-4710.

Showing how it's done

Some 40 people attended a recent Williams-Bally/Midway pinball class at Mountain Coin's Phoenix office. Technical field support manager Tom Cahill conducted the class, imparting valuable information and answering all questions.



Jeff and Gordon Smart (top) of Smart Industries, along with Rhonda Fletcher and Lou Cappetta of Bonita Marie's ARMS Division (bottom), were just two of the 80 exhibitors at the recent Leisure Expo in Orlando. Organizers were pleased with the turnout for the first-ever show and are eagerly anticipating next year's event, set for Jan. 21-23 in Daytona Beach, Fla.

Canfield joins CBF

Championship Billiard Fabric, a division of D&R Industries, has added Don Canfield to its sales staff. He's worked in the textile field since 1963, focusing on the manufacture and sale of billiard fabrics. Canfield is a former director of the Billiard Congress of America and the Bowling & Billiard Institute of America.

"I tried. I really tried."

My name is Mike Maki. I'm a commercial photographer. I've shot just about every kind of product you can think of, over the years, including jukeboxes.

I've built a reputation for making my client's product look especially good in photography. It's really not that hard to make something look better in photos than it does in real life.

So I didn't think much of it when NSM asked me to shoot their new "Performer-Grand"™ jukebox. They wanted photos for their ad. This ad. They had the copy all written, a good headline ... everything. All they needed was a shot or two that "made it look as pretty as it really is", according to their president,

Insta-Matic child's play. I bid the job at two days studio time.

At the end of a full week, with every camera lens and light I own scattered around the studio, and having tried every photography trick I know ... I gave up.

For the first time in my career, I ran into a product that I couldn't make look better in a photo. Worse yet, I couldn't make it look as good as it does in real life. Humbling.

I could tell you all the technical reasons why I couldn't do it ... all the refractions, reflections, light emission directions, etc. But it makes no difference. No photographer could do it. This jukebox can never look as good to the camera's eye as it will the human eye.

I know nothing about jukeboxes. This thing may not even work, for all I know. But I'll tell you this. There's no jukebox that I've ever seen anywhere that looks even near as beautiful. And any photo you see isn't even getting close.

Believe me, I tried. I really tried.

Mike Maki
Commercial
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First U.S. *Virtuality* center opens in St. Louis

Andrew Newman (l), chairman of Edison Brothers, coaches a novice player on the finer points of *Virtuality*.

The nation's first entertainment center devoted entirely to the *Virtuality* virtual reality system recently opened in the St. Louis Union Station. It includes four stand-up and four sit-down *Virtuality* models.

For those unfamiliar with *Virtuality*, players wear headgear containing liquid crystal screens and quadrophonic speakers, allowing them to become immersed in the playfield scene. Computers track the players' body movements and generate 3-D, 360-degree images. Players don't look at the game on a screen; rather, they are *part* of it.

Said center manager Steve Lochmoeller, "We like to call the experience 'illusion fusion.' This cutting-edge technology blurs the line between imagination and reality, putting you into another world. Our four stand-up models are networked together, as are our four sit-down models. We're already seeing groups of friends coming to play competitions."

Players in St. Louis can currently choose between two games: *Dactyl Nightmare*, a chase game on space platforms; and *ExoRex*, in which players stalk each other in exoskeletal robots. Others games will appear periodically.

The center is operated by Horizon Entertainment, the exclusive U.S. distributor for the British *Virtuality* system. Horizon is a division of Edison Brothers Stores Inc.

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X-MEN®

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The X-MEN are a secret group of superhuman mutants, each possessing a unique power gained at birth. Banding together under the guidance of Professor X, the X-MEN formed a group of good mutants. Their objective is to stop the forces of Evil Mutants, led by Magneto, whose goal is to destroy mankind and rule the world. Now, these #1 selling comic book heroes are destined to be an arcade classic as **KONAMI** introduces **X-MEN**, the video game.

The player can choose his favorite **X-MEN** hero - **Cyclops**, who blasts the enemies with his optic force beam; **Colossus**, who changes his flesh to steel for superhuman strength and virtual invulnerability; **Wolverine**, whose unbreakable adamantium skeleton and retractable claws make him the last man you would ever wish to anger; **Storm**, the mysterious African princess who controls the weather with just a thought; **Nightcrawler**, the former circus acrobat who can teleport onto any scene; and **Dazzler**, the beautiful actress who converts sounds into sonic light blasts.

The X-MEN's mission is to find Professor X, who has been captured by the Evil Mutants. Searching the city, they use their natural fighting abilities to destroy Magneto's soldiers. However, facing off with Pyro, whose fingertips shoot fire, and the Blob, whose massive body is virtually immovable, requires the trained use of X-MEN's mutant powers. After these evil mutants are eliminated, X-MEN are off to Island M, Magneto's tropical hideout, where such bizarre creatures as mutated, tail-whipping lizards and ferocious flowers are after the X-MEN. The evil, powerful Wendigo must then be destroyed to get to the cave where Magneto is holding Kitty, a young member of the X-MEN, captive. In the cave, more torturous characters await- mud monsters, giant bats, and mini-tanks, to name a few- as well as more of Magneto's henchmen, the wicked White Queen, and Juggernaut, Professor X's evil stepbrother.

Once Kitty and the Professor are safe and sound, the X-MEN rocket to Asteroid M, Magneto's home where he is hiding. The X-MEN must track Magneto down in his own technological haven for the final confrontation. Join forces with the **X-MEN** in this ongoing battle of good versus evil!

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Bally names Smith

Mike Smith

Mike Smith has been appointed director of manufacturing for Bally Gaming, according to an announcement by president Alan Maiss. Smith will direct all manufacturing operations for the company, overseeing a staff of 100 people.

"Mike's extensive background in all phases of manufacturing and operations, especially in the video game industries, will be pivotal in our commitment to quality products," Maiss said. Smith brings over 18 years of experience in manufacturing to Bally Gaming.

"I am excited to work for a company with such a rich history in the gaming and amusement industries," he said. "I look forward to taking Bally Gaming's manufacturing to world-class status."

Ithaca lands contract

Ithaca Peripherals Inc., a subsidiary of Tridex Corp., has been awarded a $3.7 million contract to supply its Model 70 VLT printers to a leading VLT manufacturer. Shipments of the printers, introduced in January 1992, were to have begun last month. "We are in negotiations with a number of other manufacturers regarding our printer," said chairman Scott Lukash.

AMOT hires p.r. firm

Vicki Eisenberg Public Relations has been named the agency of record for the Amusement and Music Operators of Texas (AMOT). The firm will assist AMOT in its lobbying efforts to bring private sector video lottery to Texas.

Phyllis Ellis

Ellis chosen by AAMA

AAMA has hired Phyllis Ellis to be its new executive assistant, filling the position vacated by Nancy Dudley. She has formerly been administrative assistant for Stafford County, Va., and administrative assistant/executive secretary for the city of Fredericksburg, Va., for 33 years.

RAPIDO, RAPIDISIMO, Y BARATO..

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Biz-ops contribute to image problem

For the second time in one month I've been contacted by an individual who feels he's been "taken" by a slick con man selling countertop games, promising huge revenues from locations such as national restaurant chains. One man even said it was implied in the sales pitch that this business was an easy one to "scim" proceeds off the top!

Great. Just what our industry needs—high pressure salesmen telling people who respond to "business opportunity" ads that they can make lots of money with very little effort, and siphon off part of the income in the process. Such companies, in Georgia and Rhode Island in these cases, represent themselves as exclusive representatives of big name game manufacturers. They want the money up front, anywhere from $3,000 to $5,000 per game with a minimum order of 10 or more. Actually, the games cost anywhere from $1,500 to $3,000 each.

Included in many package deals is placement of the games in a customer's home town. In one instance, after money had been wired for the games, slow delivery was blamed on "factory close downs" and "high game demand." If you think you got the hard sell from a used car dealer sometime in your life, call these biz-op folks for a sample sales pitch that P.T. Barnum would have envied.

The gentlemen who called Play Meter were suspect of the whole deal, although one had already sent his money. Both had decided to do some digging, including calling the trade press and local game distributors. My recommendations: call the state association for information on license fees and taxes for their respective areas, and attend the state trade show (in one case just a few weeks away) to learn more about the business and talk to veteran game operators. This is important data if they sincerely wish to become a part of our industry.

Unfortunately, the people who are duped by biz-op pros won't be reading this, unless they become subscribers and plan to do thorough research on our industry before joining us in what can best be described as a labor-intensive business.

Unlike the biz-op guys, we all know that a lot of sweat and hard work goes into obtaining and keeping good locations. There's not a chance to "set it, forget it, collect it" as portrayed to the unsuspecting. Not in these times. If you don't service the account properly you could lose it. Good locations are not just waiting out there for the easy pickin'.

One of the callers had a certain amount of money to invest in a second interest (he did have another job). The other caller had recently sold a business and was looking for a new venture. I wonder if both men approached their normal business in the same way they approached the coin machine business—answer a blind ad and send money. As the old advertising slogan went: "Is this any way to run an airline?"

There's room in our industry for newcomers who want a rewarding career providing entertainment. But it's more than anyone can imagine on the surface. Ten countertop games does not guarantee a spot in the fraternity of coin machine operators. This is not a business for "dabbling." It requires a firm commitment. Jump in with both feet or don't jump.

P.S. It helps to look where you're jumping first.

Bonnie Theard

Bonnie Theard
Managing Editor

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Vice president Mike McEwan (l) and president John McEwan go over some sales figures.

Natalie McFall, the sister of John and Mike, is Meltec's administrative whiz, serving as receptionist, secretary, and bookkeeper.

Meltec stays ahead of redemption pack

The coin-op amusement industry has suddenly been flooded with companies seeking to take advantage of the redemption craze. Many slap a ticket dispenser on their products and, *voila!*, proclaim they're committed to the concept of redemption.

One, however, has been devoted to manufacturing top-flight redemption games since 1980, when only a scant few recognized how valuable redemption could—and would—become. The company we're speaking of is Meltec Inc., based in San Jose, Calif.

Mel McEwan founded the company that year after leaving the games division at Ramtek (he and wife Albina have since retired). The game that launched Meltec's fame was *Boom Ball*, now a staple in family entertainment centers. Such subsequent hits as *Knockdown, Big Mouth*, and *Shoot Out* followed the Meltec game pattern of having the player sit at a counter and shoot balls at assorted targets. Is this a case of "if it ain't broke, don't fix it"?

"Obviously we have the technology; loading and shooting a ball is not the easiest thing in the world to do," explained son John McEwan, Meltec's president. "And we already have the design, which lends itself to different generational applications. It's really good and bad. The good is that we have something reliable and familiar out there. Those who already have Meltec games know the new ones will be of top quality and have a lot of interchangeable parts.

"But the negative is in a little bit of the marketing. A guy with a couple of *Knockdowns* might say, 'Geez, why should I buy this new one?' So we compete with ourselves in that way. We have tried a few other different pieces simply for that reason. We've got plenty of sales with our shooting games, but it's nice to have a little diversity.

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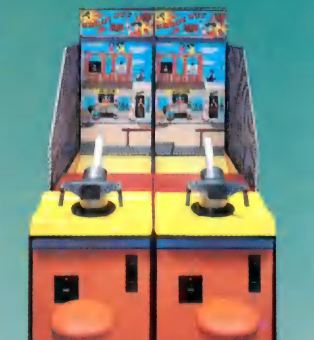

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Meltec inc.

Design director Roy Nishi reviews new artwork.

Technician Paul Hanson checks production PC boards.

Once I sell a few games to an arcade, they're likely to sit on location for 12 to 15 years. It's not easy to say, 'You've got two *Big Mouths*, why not try a couple of *Knockdowns*?' and convince him they're totally different games. It's kind of a tough sell. That's why we made some departure pieces, though we didn't have much success with them. But we're still working on things other than shooting games."

Meltec's latest offering, *The Great Frog Race*, is a bit different than other redemption racing games, McEwan believes.

"Some involve letting a ball go and having it roll into one slot or another," he said. "It's essentially random luck; you aren't really actively involved in the play of the game. The excitement comes from watching the animals race across the top. In water pistol games, once you lock into the target, you can pretty much close your eyes and shoot.

"In *The Great Frog Race*, we tried to combine the fun of the race itself with a little more action than other games. We've got frogs with wagging tongues and the shooting of a gun to get the player more involved. It's been a good marriage so far; people really like the concept. The ones we've got out on location are doing very well."

Which locations, by the way, are the best for Meltec's redemption games?

"It's hard to beat the frenzy of a Chuck E. Cheese or a ShowBiz," McEwan said. "But really, any place that draws the full age spectrum is our ideal location, such as a family entertainment center with an arcade, miniature golf, racing cars, and batting cages. We're going to get the kids, the parents, and the grandparents. Without a doubt the teenage males are still into video more than anything; that's the hardest group to grab. A standard mall arcade, being video-based with maybe a little bit of redemption, is not our best-earning location. The mix of people is usually lacking."

Unlike other manufacturers who design their games based on a target audience, McEwan says Meltec's games just happen to appeal to both young and old.

"We've never really zeroed-in on a particular age group," he said. "There are a lot of games—particularly redemption games—that are built strictly for young kids. You've got junior basketball, junior this, junior that. They're scaled-down versions of other games simply to let three-, four-, and five-year-olds play.

"But we've never done that. Our shooting games already allow them to participate. Any little kid can push the button and have a ball shoot out. Granted, he may not be able to perform with a 10-year-old, but the ball came out, flew forward, and hit something. To a small child, that's exciting! So we draw the little kids but don't consciously build a game that appeals to them. I don't know, maybe that's a mistake. We've kicked the idea around lately because there are manufacturers who are targeting just young children.

"We try to build games that go across the spectrum, and that's hard to do. It's difficult to make a game that's simple and straightforward enough for young kids, yet still provides somewhat of a challenge for the adults. A few of our games accomplished that, while maybe a couple others missed and therefore didn't do as well."

Getting back to a point raised earlier, what does McEwan think of the recent influx of manufacturers in the redemption field? Might those peddling bad games mess things up for everyone else?

"This industry seems to jump on bandwagons," he said. "From 1980 to 1986, the concept of redemption was just unheard. During that period, if a game didn't have a monitor no one was interested in it. Pinball suffered from that attitude as well. Then people got peeved at

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Meltec inc.

Gustavo Martinez puts the finishing touches on some gun consoles prior to shipping.

Silkscreeners Scott Larsen (l) and Chris Brown ply their trade.

James McDonald sends some finished *Big Mouth*s on the road.

Jose Santiago checks the tongues on a shipment of *Great Frog Races*.

Arlene Virga is a member of Meltec's screening department.

video, which forced them to look at other things. All of a sudden redemption made so much sense, though I think it always did! Would most people have made that jump if video hadn't gotten soft? I kind of doubt it. Anyway, things were great in 1987, better in 1988, better still in 1989, to the point now where big video manufacturers also make redemption. Some of the games are good, others not so good. It's probably going to only get better.

"But my feeling is there still needs to be a product mix. Obviously, since I make redemption games, I'm glad that redemption is popular. I also don't mind that others are in it. But I'm afraid that with everybody making redemption games, it's going to become saturated to the point where people get fed up—and switch to something else. I'd like to see a nice mix. Pinball is performing well again; that's good. Video is still very soft. It would be nice if it was doing its share. Don't get me wrong, redemption is here to stay. It's earned its place and won't disappear in two years. But a successful location needs to have a mix of *all* types of equipment."

McEwan says he's heard through the grapevine that distributors advising operators on what redemption pieces to start with usually are told *Skee-Ball* first, followed by a *Big Mouth* or other such Meltec game. McEwan, in his humblest opinion, offered the following reasons why.

"First of all, our games are fun," he said. "I really think that's the key to any game. The player doesn't care about the technology or how or why this happens. What he cares about is playing a fun game, period. I think that idea is lost with some games.

"Second, if you're talking about a piece that earns over a long period of time, it's got to be built well. We've proven that we build solid, quality games. We're a small company with not the biggest marketing arm in the world. If our games didn't have good things being said about them, or if people didn't say that Meltec is a good company to deal with, we wouldn't have experienced this type of success. My honest opinion is that we offer the best service in the industry. Being small, if someone calls with a problem, he's likely to talk to me. He'll get good, quick service; there isn't a big bureaucracy here at Meltec."

The lean and mean staff of 15 includes John's brother Mike, vice president; sister Natalie, coordinator of all administrative functions; and Roy Nishi, head of design. Titles, though, don't mean much at Meltec. Everybody chips in and does a little of everything to help the company remain in the higher echelon of redemption game manufacturers. □

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Flipper frenzy at IFPA

Chicago distributor Frank Gumma of American Vending (l) and his father-in-law, in town from Ohio to meet Frank's new daughter Lindsey, flank IFPA president Sharon Harris.

From Canada, Erwin Pesses (l) and Roman Vendrov.

What do you get when you cross 400 enthusiastic pinball players, a host of dedicated organizers, and some great pinball machines? The IFPA, of course!

The second annual AMOA-sponsored International Flipper Pinball Association tournament was held in Milwaukee at the end of March. IFPA now has a total of 42 operator charter holders and many brought teams to the tournament. There were players from Indiana, Illinois, Minnesota, Kentucky, Massachusetts, New York, California, Michigan, Wisconsin, Colorado, North Carolina, Ohio, Iowa, and Pennsylvania. It was also an international event drawing players from England and Hungary.

Doug Young, executive director of IFPA, joined the association midway into last year's event, doing a commendable job on that tournament. This time, with the entire year to plan all the details and work with the committees, things went even more smoothly, as many players noted. Julia Slayton of England, who won the women's singles, called Young from her home days after the tournament to compliment and thank him for delivering all that was promised.

Ed Tolisano and Brian Downing of TBI, the most recent operating company to join IFPA.

Martin Shafer (l) and Sam Field were the team of Flipper Fingers.

We asked Young how it went from his perspective. "Great!" was his jubilant reply.

Ed Tolisano of TBI Games in Illinois was the latest operator to join IFPA. Although he didn't have players participating this time, he was at the tournament making plans for next year. "I'm very excited about joining IFPA. I think operators will see the benefit of it in the long run," he said.

Sharon Harris, president of IFPA, said, "Our goals with IFPA are to generate a solid player base internationally and unite the operator population in a full-blown league and tournament program to promote pinball play."

Young agreed wholeheartedly, saying, "The success of this tournament should encourage operators to give us a fighting chance. We are a genuine industry event and

Players cheered each other on.

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Operators Buck (r) and Ron Goodreau (black shirts) of Buck's Vending played for Cleveland Coin while sponsoring Joe Morse (l) and Al Walsh.

These guys did a super job, (l-r): Dennis Bohrer, Mike Jensen, Brian Graw, and Mike Hawkins.

AMOA president Gene Urso (r) and operator Ed Velasquez flank Premier's Gil Pollock by his latest game, *Operation Thunder*.

Williams' Pat Lawlor with his wife and daughter.

Ken Fedesna of Williams with his wife and daughter.

Lair Gannt takes his pinball and hats seriously.

the tournament is a real indication of the enthusiasm of pinball players. We have made such strides forward and are already preparing for next year."

He added, "Our real goal is to encourage league play. This tournament should be a reward for the regular players in leagues. Although the majority of players came to the tournament through some type of operator league program, others signed up because they love to play and heard about the tournament."

Young expressed his gratitude to the following people who put forth tireless efforts to assure the success of the tournament: Mike Hawkins (tournament director) of D&R Star, Mike Jensen and Brian Graw of Jim Stansfield Vending, Dennis Bohrer of Hastings Distributing, Chris Warren of Capital Music, Bruce Dentice of Wisconsin Novelty, Tony Urso of Madison Coin, and James Hawkins of D&R Star.

There were a total of 750 entries in a dozen events played on *The Addams Family*, *The Getaway*, *Operation Thunder*, and *Hook*, provided by the manufacturers. All four—Williams, Premier, Data East, and Bally—did a supreme job of making sure the games were all in top working order and stayed that way throughout the tournament.

The manufacturers also played in their own divisions, with the Premier team of Ray Tanzer and Mike Vrettos emerging the winners in the team event and Jon Norris of Premier capturing the title in the manufacturer's singles event. Data East's Neal Falconer and Tim Seckel were second in the team event; Tom Cahill of Williams, runner-up in manufacturer's singles.

IFPA included a charity challenge, with proceeds to benefit Ronald McDonald House. Winners in this event included Lair Gannt, Michael Teixeria, and Gary Levitan in the men's division and Samantha Levitan, Barbara Stetta, and Terry Carney in women's.

The top four winners (from first to fourth) in other categories were as follows:

Pin Master Team—The Slam Tilts (Lyman Sheats and Mike Teixeria); Out for Blood (Doug Onsgard and John Ross); Two-Way Combo (Dale Rice and Dan Wilson); and Motor City Multiballs (John Bednarski and Tim Morse).

Pin Master Singles—Dave Hegge, Jason Werdrich, Rick Miller, and Bob Winter.

Open Singles—David Odya, Tim Post, Rob Leachman, and Doug Onsgard.

Open Team—Bimyows (Jay Benjamin and Jerry Isrealou); Terminators (Ron Coyle and Dan Coyle); Skyway Deluxe (Paul Madison and Fred Richardson); and Hastings Urkels (Patrick Whiting and Cliff White).

Mixed Team—Special T & Mc (Teresa Bybee and Michael Custer); Royal Pain (Jeri Lock and Art Teachout); TNT (Teresa Theis and Tom Dery); and B.S. Bar (Cali and Brian Severtson).

Women's Team—The Coils (Barb Chablewski and Jeri Lock); B.S. Bar (Cali Severtson and Deb Karnes); and C & M (Cathy Allen and Marlene Benson).

Women's Singles—Julia Slayton, Jeri Lock, Teresa Theis, and Barb Chablewski.

Youth 12-under—Mark McComb, Brian Romans, Mike Patla, and Crystal Lemke.

Youth 13-17—Ehren Bilshausen, Joe Calla, Jim Patla, and Chris Kehoe.

Specialty Events—Single Flipper Doubles (Men): John Ross and Doug Onsgard, Lyman Sheats and Mike Teixeria, Ron and Jamie Wehar. (Women): Deb Karnes and Terry Carney, Barb Chablewski and Jeri Lock, and Joanne Hagen and Samantha Levitan.

High Single Ball (Men): Sam Field, Daniel Tarodash, and Dave Hegge. (Women): Terry Carney, Chante Maywald, and Marlene Bentzen.

Timed Event (Men): Erik Rentmeester, Gary Levitan, and Jim Shird. (Women): Marlene Bentzen, Cathy Allen, and Terry Carney. □

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Industry gets exposure at Night Club & Bar Show

Dave Palmer (l) of Mountain Coin, Liz Powell of AAMA, and Bob Lentz of Williams-Bally/Midway talk coin-op with a show attendee.

SNK's Neal Zook had a busy time explaining the *Neo-Geo* system to visitors.

The National Night Club, Bar, Hotel, Restaurant & Beverage Show, as the name indicates, is traditionally devoted to identifying trends and suggesting ideas in these areas. But the eleventh annual event, held in Las Vegas on Feb. 24-26, set aside significant time and space for the coin-op amusement industry to pitch its wares.

The attendees, numbering over 3,000, had some 650 exhibits to scan. Typical show exhibitors include Coca-Cola, ESPN, Coors, Tropicana, Miller Brewing, and Bose Speakers. The coin-op industry has had a minimal presence in the past, typically through equipment placed in the AAMA booth. But a heightened interest in coin-op games by recent showgoers led to the industry's participation in the inaugural National Sports Marketing Conference.

The conference featured seminars that explained how to increase bar revenues with sports programming and coin-op equipment. The latter seminar, a two-hour, standing-room-only affair, was moderated by Joe Conway, executive director of the AMOA-National Dart Association. The panel included Greg Elliot, executive director of the VNEA; Tornado Table Soccer's Dave Courington; Doug Young, executive director of the AMOA-International Flipper Pinball Association; and Mark Robbins, representing Dynamo air hockey. Each addressed the support programs, tournaments, and leagues available for almost every sector of the amusement game industry, and how these activities can generate revenues and build location traffic.

Additionally, the industry was afforded plenty of exhibit space for AAMA and other associations. They took advantage of it by running competitions during show hours, allowing visitors to get hands-on experience from pinball, pool, air hockey, video, and darts. □

(Note: Thanks to Williams-Bally/Midway's Roger Sharpe for his contribution to this story.)

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FAVA battling through some tough times

Manley Lawson talks about possible legislative remedies at the FAVA business meeting.

Southeast Game Brokers' Bev and Richard Holley.

New FAVA president Steve Piantieri (r) presents outgoing president Bill Miller with a commemorative plaque for his service through difficult times.

What do you get when you combine the formation of a rival state association, quarrels with a splinter group of arcade owners, and incessant bombing from a hostile legislature? The answer is FAVA, the Florida Amusement and Vending Association, which now resembles a once stout, robust man suddenly stricken with cancer. The good news is the patient has not been declared terminal, thanks to the tireless efforts of a few who won't let that happen.

The 1992 FAVA show was held April 3-4 at the Orlando Centroplex. Exhibit space and attendance was way down, but then again, so too is FAVA's membership. A year ago it stood at about 170; at the time of the show it was 68. The new state association, AMOA-Florida, claims to have lured some 50 members from FAVA. That leaves about 50 operators who have left FAVA but haven't joined AMOA-Florida. Where are they—out of business or simply on the sidelines, watching?

Lack of membership means lack of money, something FAVA sorely needs to fend off myriad tax as-

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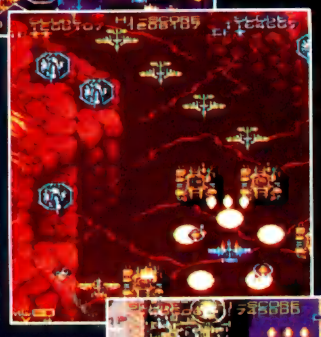

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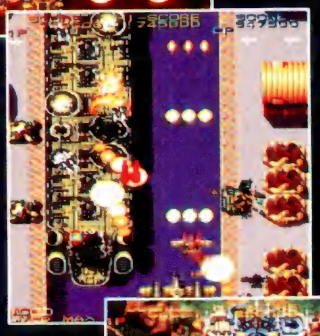

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AMOA president Gene Urso spoke about the benefits of AMOA membership and the need for operators to get more involved in the political arena. Also pictured, (l-r): new officers Steve Piantieri, Dick Tolpin, and Dale Williams.

At the Birmingham Vending booth, (l-r): Rick Johnson and Larry Rosenquist of All Brands Vending, Joel Friedman of Rowe International.

NSM-America's George Haydocy (l) and Manley Lawson flank the *Performer-Grand* CD jukebox.

At the Southern Music booth, (l-r): Diane Coone, Jeri Raditz, and Tina Raditz by Wurlitzer's *New York, NY*.

saults from legislators in Tallahassee. In fact, the FAVA show was dominated by discussions of how to deal with the Florida Legislature while patching up relations with the Family Arcade Alliance, a group composed of arcade owners who grew disenchanted with FAVA because it felt the association was not properly addressing its specific needs. Both issues were officially considered at the Saturday morning business meeting.

Lately, the main sticking point between FAVA and FAA concerns which tax would be more palatable, a 7.81 percent gross receipts tax or an annual flat fee of between $100 and $250 per machine. FAVA believes the gross receipts tax is less damaging, citing, for example, an old game that earns $10 a week. Wouldn't it be better to pay 7.81 percent of $10 than a maximum of $250, FAVA reasons. The FAA, on the other hand, is more inclined to pay a flat fee, though not necessarily as high as the fee schedule passed by the Legislature on March 13 (the bill will likely be vetoed; more on that later). Unfortunately, both sides have gone to the Legislature with different agendas pushed by different lobbyists, creating an atmosphere of confusion and distrust.

FAVA legislative chairman Manley Lawson said the Alliance was able to raise much more money to

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Greg Bickerstaff (l) of P.M.I. Toys & Novelties with Sheilah and Dick Tolpin.

Nintendo's Pete Walton (l) and Ernie Stephan of Lock America by the *Super System*.

get its message across than FAVA (aided, as it turns out, by a sizable donation from the DeBartolo-owned Fun N' Games arcade chain). "They thought if FAVA could only raise $10,000 to fight the gross receipts tax, then it musn't be all that unpalatable to us," Lawson said.

The $100/$250 flat tax would essentially put the street "lessor" (preferable to "operator" in Florida for a long-winded reason) out of business, Lawson believes. Arcade owners, too, would be hurt because they would likely have to reduce the number of machines in their arcades and remove old(er) games, as they would no longer be profitable. Still, as FAA representatives Larry Naddeo and Scott Nesland said at the business meeting, a lowered flat tax would be better for arcade owners than a gross receipts tax.

As was mentioned earlier, Lawson says there's a 90 percent chance that the governor will veto the existing flat tax and revert temporarily to the gross receipts tax. But there will almost certainly be another tax bill raised in an upcoming special session, dubbed "The Tax Reform Session of Florida."

Warned Lawson, "If all the factions don't get together, raise some significant funds (to the tune of $150,000), and decide what to do to save ourselves, we won't be saved. This industry, ladies and gentlemen, will be dead in Florida. There could be a bill that contains both the flat *and* gross receipts tax if we do nothing."

Sensing the urgency, key players from both sides committed themselves to not leaving the show site until a framework for legislative action was agreed upon. So they reconvened a few hours after the business meeting and arrived at this: creation of a steering committee to set policy and legislative goals. The lobbyists for FAVA and FAA will follow their instructions—*one* set of instructions—to the letter. There will be no free-lancing or cutting deals with the Legislature without first consulting with both sides, which led to Senate Bill 918, the $100/$250 flat tax measure. The steering committe will likely consist of Lawson, outgoing president Bill Miller, and new president Steve Piantieri from FAVA and Naddeo, Nesland, and one other person from FAA.

Before adjourning the business meeting, the following officers were elected for the 1992-93 term: Piantieri, president; Dick Tolpin, first vice president; Rich Holley, second vice president; and Dale Williams, secretary/treasurer. Elected to three-year board terms were Dave King, Mark Bloom, David Rogers, Allen Persan, and Joel Ford.

In his closing remarks as president, Miller said, "We need more people to devote their time and money to help this industry, not just a handful." Unfortunately, only a handful heard his words; there couldn't have been more than 10 to 15 people in attendance. One would've thought that a meeting of such importance would've brought operators from out of the woodwork, but instead it was the same faces—tired, frustrated faces that, despite everything, bore a look of determination and resolve. Here's wishing them well in their journey toward recapturing the FAVA of yesteryear. □

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Carl Elefante, AIA

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Since Jan. 26, 1992, your business has been breaking the law! That is unless you have met the requirements of Public Law 101-336, the Americans with Disabilities Act of 1990, known as "ADA."

Signed by President Bush on July 26, 1990, the Americans with Disabilities Act is a civil rights law that mandates an end to discrimination against persons with physical or mental impairments. Congress was motivated by the 43 million Americans comprising the "disability community," who suffer discrimination in employment practices and access to public services.

The most relevant provisions for privately owned businesses include "Title I—Employment" and "Title III—Public Accommodations and Services Operated by Private Entities."

Employment practices

A detailed discussion of the employment practices aspect of ADA will have to be left to the appropriate experts. However, this article would not be complete without at least mentioning the requirements of Title I.

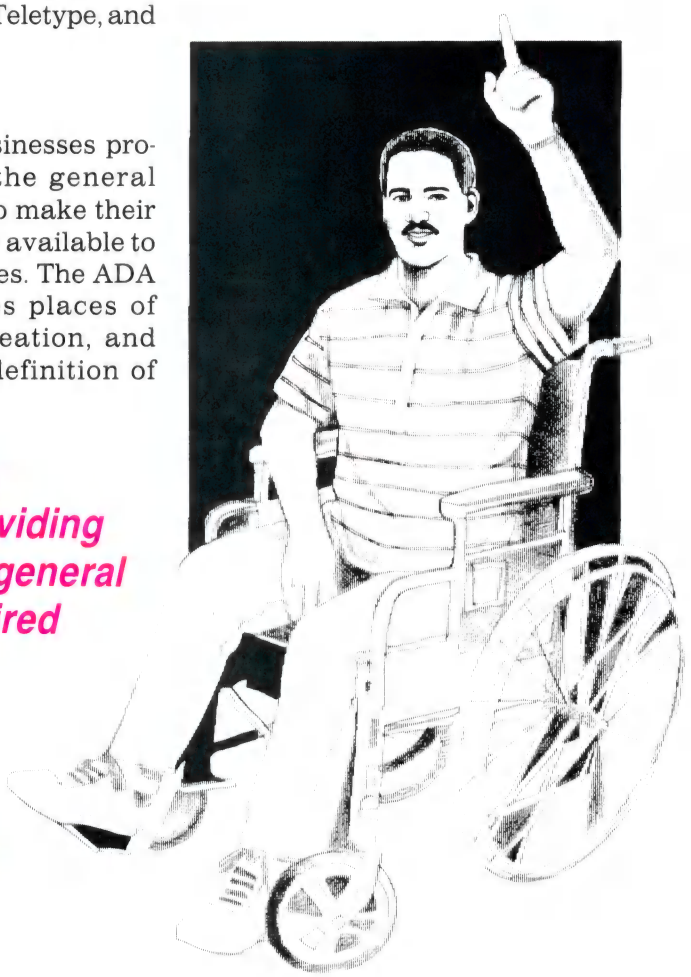
Businesses with 15 or more employees are required to end employment discrimination against qualified persons with disabilities who can "perform the essential functions" of the job. Under these provisions, employers are expected to make any "reasonable" modifications in the job or place of employment to allow a qualified person access to the job. This might include restructuring the job (by allowing part-time work, for example) or providing special equipment, such as a Teletype, and training.

Access to public accommodations

Under Title III, businesses providing services to the general public are required to make their facilities and services available to people with disabilities. The ADA specifically includes places of entertainment, recreation, and amusement in the definition of "public accommodations."

The law requires that facilities and services be provided in the "most integrated setting" so that persons with disabilities are not provided separate accommodations or denied full participation.

"Under Title III, businesses providing services to the general public are required to make their facilities and available services to people with disabilities."



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Removal of barriers in public accommodations

Probably the most costly and problematic aspect of the ADA requirements for public accommodations involves the removal of architectural and communication barriers. Effective Jan. 26, 1992, all public accommodations were required to remove any barriers which meet the test of being "readily achievable." This is more lenient than the more usual "hardship" standard, and is defined as meaning "easily accomplishable . . . without much difficulty or expense."

Examples of "readily achievable" modifications include:

- providing accessible parking
- installing ramps and curb cuts
- replacing door hardware and widening doors
- removing deep-pile carpet
- modifying bathrooms to comply with accessibility standards
- installing visual alarm systems and braille signage
- remounting public telephones and providing amplification

On one hand, ADA is intended to be flexible about compliance with barrier removal. On the other hand, ADA clearly mandates proceeding immediately with readily achievable corrective work that your business might not otherwise have considered.

Possible compliance issues for arcades

The ADA Accessibility Guidelines specify the details for accessible elements, many of which are likely to be of concern for most video arcade owners and/or operators.

Every situation is different. Compliance with the spirit of ADA requires an understanding of the specifics of each particular facility, its surroundings, and the services being provided. The following is not intended as a comprehensive checklist for a compliance "audit":

Site accessibility:

- accessible parking space(s)
- accessible pathway(s) from parking, public transportation, and public sidewalk(s)
- accessible curb ramp(s)
- detectable warning strip(s) at traffic lane(s)
- proper signage to accessible entrance(s)

Accessible entrance(s):

- proper clear space around door(s)
- proper door width(s)
- lever-type door hardware
- proper push/pull force on door(s)
- proper delay on automatic door closer(s)

Access ramp(s) to entrance(s) and between changes in floor level:

- proper slope
- proper resting platforms and turning areas
- proper handrails, railings, and guards

Accessible interior pathway(s):

- proper width(s) for clear aisle(s)
- proper flooring material(s)

Accessible drinking fountains:

- proper clearance around and below fountain(s)
- proper spout height and location
- accessible operation of fountain(s)

Accessible toilet rooms:

- accessible door(s) into toilet rooms
- proper clear floor space
- proper signage
- accessible toilet(s) with grab bars
- accessible toilet accessories, such as mirror(s), tissue and towel dispenser(s), soap dispenser(s)
- accessible sink(s), meaning proper clearance below sink(s), proper faucet(s), and protection from hot water pipe(s)

Audible and visual emergency alarm system(s)

Proper signage marking accessible exit(s), toilet(s), telephone(s), etc.

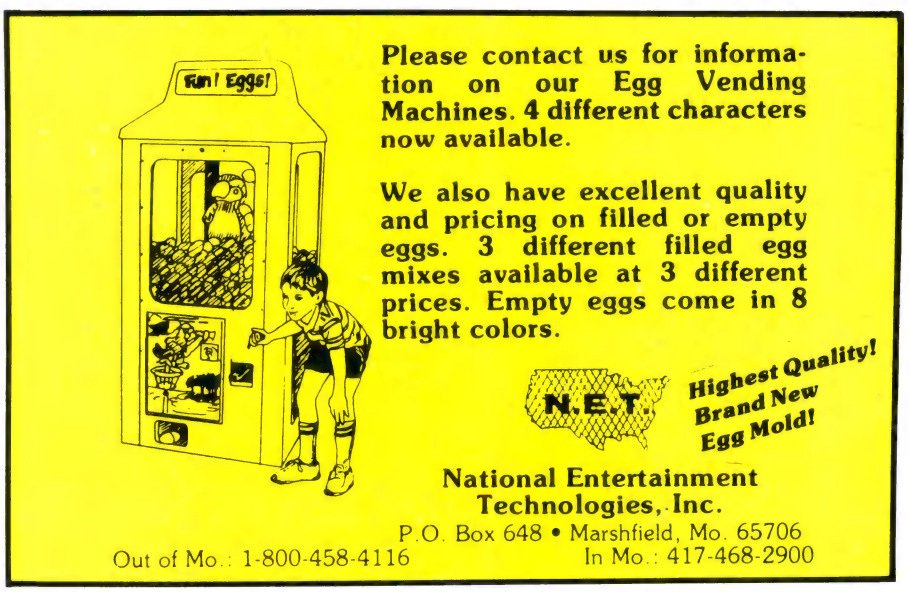
Accessible public telephones:

- proper clear floor space around telephone(s)
- proper mounting height(s)
- proper volume control(s)

Developing a barrier removal strategy

The ADA recognizes that in some cases, barrier removal may require a complex series of modifications. Therefore, developing a long-

"ADA is intended to be flexible about compliance with barrier removal."



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range strategy, establishing priorities, and proposing a schedule for compliance is encouraged under the Justice Department's commentary on the Act. In itself, developing a barrier removal plan can be used to demonstrate good faith.

The architectural profession and disability community in your area are resources for the expertise your business will need to determine those issues relevant to your specific situation. In addition, the Building Owners and Managers Association International (BOMAI) has developed the "ADA Compliance Guidebook: A Checklist for Your Building." It can be used for a compliance audit.

Opportunities through ADA

The greatest good that the ADA can accomplish is to awaken all Americans to the productive potential of the disability community, which has been largely overlooked before now. There are opportunities for those businesses that can effectively extend goods and services to the millions of people who have been denied equal access to them in the past. As such, the ADA is no different from previous civil rights legislation. Its real impact will be measured in how fully the disability community is integrated into our society.

The ADA is written with a new, more sensitive vocabulary for addressing accessibility issues. The term "handicapped" has been dismissed because of its inherently negative connotations. Instead, the law refers to "persons with disabilities" and the "disability community."

It is also important to realize that the disability community includes millions of Americans who do not fit the classic image of a person confined to a wheelchair. Physical and mental impairments can imply a wide variety of conditions, both chronic and temporary. In fact, most people experience at least brief periods when they have an impairment (recovering from a broken bone, for example). It is more than just a little ironic that the international symbol for accessibility is a graphic representation of a "handicapped" person in a wheelchair. □

(Carl Elefante, AIA, is a principal with the architectural firm of Elefante Mallari Architecture PC in Washington, D.C. The firm has invested considerable time and effort in becoming well versed in the new ADA regulations, and conducts compliance analysis for a wide variety of clients.)

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Christopher Caire

Fred Dent

OK, your state just passed a bill legalizing video lottery. Good for you, Mr. Operator! Now, though, you must figure out how to pay for all those VLTs. It's time to have that suit dry-cleaned for a visit to your banker. Do you need a primer for dealing with him? Well, we've picked the brain of an expert to help you out.

He's Fred Dent, the Louisiana Commissioner of Financial Institutions from 1987 to 1991. Despite having to close over 40 banks and conserve 18 savings and loans and a credit union, Dent was praised by the press for "doing a tough Louisiana job" and being a "tough but compassionate regulator." He now serves as CEO of Financial and Management Services, a nationally recognized consulting firm based in Baton Rouge. And, as we discovered, Dent is no stranger to the coin-op industry.

Should an operator consult some other professional before visiting his banker, so that he's better prepared and able to make a good impression?

I think it depends on whether you're a mature, seasoned customer or not. A fellow who's had bank dealings for a while will have less problem getting funds—depending, of course, on his financial situation—than a start-up fellow. The man with a young business has to first develop a relationship that's based upon the needs of the banker, because bankers think differently than you and I do.

The bankers I know in Louisiana—being the state banking commissioner for four years, I know most of them—really are looking for loans, for business that they can do. So my suggestion to operators is to provide bankers with information in an orderly way, and by that I mean a business plan. It should include background information about your company, what you hope to do, how much money you need, how you expect to pay it back, etc. This will give you a better opportunity of developing a relationship.

The one thing the customer needs to remember, and this is very important in today's marketplace, is that someone will second-guess every loan the banker makes. The person who does that is the bank examiner, who goes in and second-guesses the numbers, the figures—everything that's done. I'm not being negative; it's appropriate for the bank examiner to do this. What he wants to see, bottom line, is how the loan will be paid back.

When you or I go into business, we're optimistic about our chances; we look at the best-case scenario. But a banker says, "Fine, but I have to think of the worst-case scenario and what'll happen to me if Fred doesn't cut the mustard." That's how they think, so you have to approach them on that basis.

What are some general "do's" and "don'ts" in an operator/banker relationship?

First, don't take your banker for granted, because they're under severe regulatory pressure. Second, operators always want to sell to customers, but they also need to think about selling themselves to the banker. For instance, I have some clients who go with me to see the bank people once every quarter. We bring them up to speed, talk about problems, and so

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on. It's like a financial marketing program. These are two very important things.

Also, in the same way you would see your doctor for a periodic check-up, operators should go through what I call a "financial diagnostic check" periodically with their banker. He'll tell how you're doing and what else needs to be done. You're paying a lot of interest money, so why not get something else besides just the money itself? But most folks don't think that way.

Is it necessary for an operator to bring his banker information on a computer print-out rather than in hand-written form?

I don't really think it matters. Again, it depends on whether you're a seasoned client or not. Some very successful business people operate out of their checkbook, and that's fine. They usually have an accountant to run their numbers once every quarter. But the bigger the money you're looking for, the more in-depth your plan has to be for your banker.

Is there a ceiling on how much an operator should ask for? In other words, would it be better to ask for less than the full amount you need, rather than going for the whole ball of wax and risk getting shot down?

Let me give you an example. A client of mine—he's not an operator—wanted to borrow $50,000 to buy some equipment. I sat and talked with him before his meeting with the banker, and we ended up paring that request down to $35,000. The moral of the story is to ask for what you *really* need—and what you can pay back. God knows you don't want to borrow more than you can handle. Being in debt is a terrible burden.

You have some operators in the coin machine business who are very, very successful people. What I like about them is that they're really street-wise. My first job was working for Kramer Amusement Co. in New Orleans. That was a *long* time ago! I loaded pinball machines and worked with the guys running the route. These guys are very street-savvy; there's nothing I could teach them that they don't already know. It's hard to say how much is too much to ask their banker for. Again, it depends on the relationship that's been fostered.

Are there stages of dealing with a banker, and what would they be?

The minute you know you're going to have a need, you ought to do what I call a "financial recogni-

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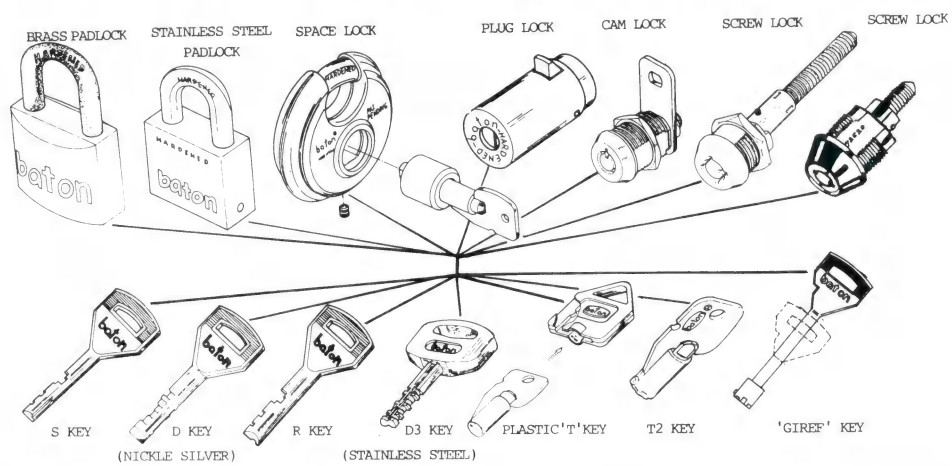

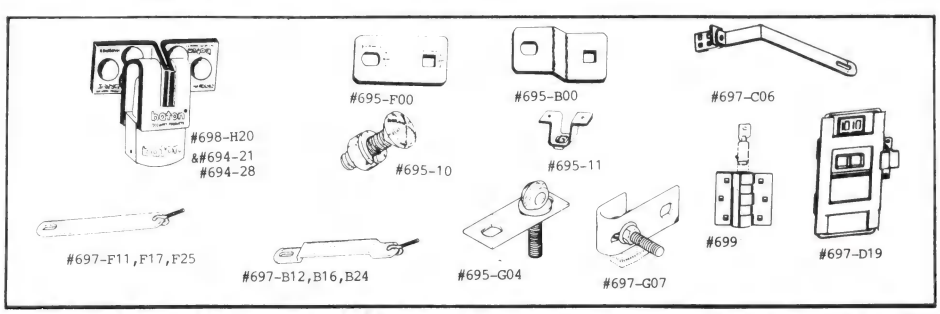

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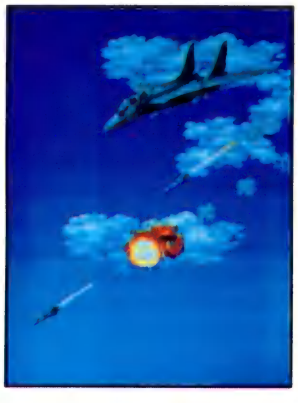

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zance." Most operators know some of the bankers in town. They may see them on the street, at a social function, at a Lion's Club meeting, etc. Probe them, ask questions: "How's business at the bank?" or "Are you making loans?" It's a feeling-out process.

If you're thinking today, "I'd like to get into the video poker machine business," why put off contacting a banker until two days before you need to order the machines? What you're doing then is putting the banker under pressure to respond in time limits that are not realistic. Instead, do a little financial marketing program. Tell your banker in advance, "Here's what I'm thinking about doing. Let's talk it over. What should I do with you in the event I make the decision to buy video poker machines?"

Is the climate for getting a loan good or bad right now?

Now is a better time for getting loans, and the main reason is because there's no loan demand. You're not competing with everybody and their brother for the same dollars. If you and I go to the same bank today, we may be the only ones to show up all day for a loan.

Why is that?

People just don't want to go into debt. Bankers, really, are debt merchants. They sell money like the coin machine operator sells the benefits of the machine. It's not because of any reticence on the part of the banker; he'd love to do a loan. That's why it's such a good time to borrow money.

Should operators go to a savings and loan or a commercial bank?

S&Ls have certain restrictions. They must meet a qualified thrift lender test and others, but I won't bore your readers with all of that. For my personal borrowing, I prefer going to a commercial bank.

Should the size of the bank influence your decision, in terms of bigger being better?

By all means, go to your community banker. My view is that the community banker is the best resource we have in this state. He's the little guy, like you and I. This fellow knows the community and probably knows all your customers. He'll have a better feel for your needs—heck, he probably knows you better than you know yourself!

Will the fact that operators are in partnership with the state make them better loan candidates in the eyes of the banker?

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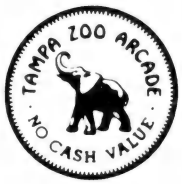

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Because the state will be able to monitor each video poker machine through a computer system, the banker is given more reliance. He knows things are being very tightly regulated. Bankers understand that because they're tightly regulated themselves.

What should the Louisiana Amusement and Music Operators Association—or other associations in states with legalized video poker—do to help its members now that the prize has been captured, so to speak?

One of the most important things an association can do is provide its members with information. The informational conference at which I spoke in Baton Rouge was put on by Video Gaming Technology for LAMOA members. I think it proved to be very beneficial.

Second, the association can try to provide numbers as they develop, such as the average number of plays on a machine and the average operator profit per machine. These numbers would let operators see how they're doing in comparison to other people. It would be a nice service, considering this is a new area that nobody has much experience in.

Third, they can provide a real function in sorting out the regulatory issues. And I understand the LAMOA is doing that. Fourth, they can help regulate the business. None of us want bad guys in this new enterprise. Even a few bad apples could really hurt everyone concerned.

Have you had operators call you to seek banking advice?

I've had two call me, but I haven't met with them yet. I suggested that their accountants get some numbers together first. I'm excited about working with them and others, because I feel this will be one of the great business opportunities of the next five or six years.

So you obviously, then, weren't part of the group that vociferously opposed legalized video poker in Louisiana.

There was bound to be some opposition on moral grounds; that was expected. But the coin machine operators were able to overcome it and get their bill passed. I think this is a bona fide business opportunity that needs to be looked at very closely. The numbers that I've seen from South Dakota indicate that the average bucket of money produced by each machine is $1,600 a month. And I don't think people in South Dakota play the machines like the folks in Louisiana are going to!

"My view is that the community banker is the best resource we have in this state."

With riverboat and Indian gaming on the horizon, won't operators have a harder time getting a loan? In other words, won't they have to compete with participants in those activities for available loan dollars?

Well, for one thing, the lottery seems to have reduced the betting activity at the race tracks. It's diverting dollars that may have gone to some other form of entertainment, i.e., horse racing. So there's always competition for the entertainment dollar. As for the other types of gaming you mentioned, I doubt their presence will affect operators' chances of getting a loan.

In sum, then, you'd say that assuming operators have their financial houses in order, there's no better time to see a banker about securing a loan.

Absolutely. The issue that they'll have to get by at first is the so-called moral issue. But that's something they can discuss on an individual basis. Once you get past that, then it turns into a bona fide business opportunity. □

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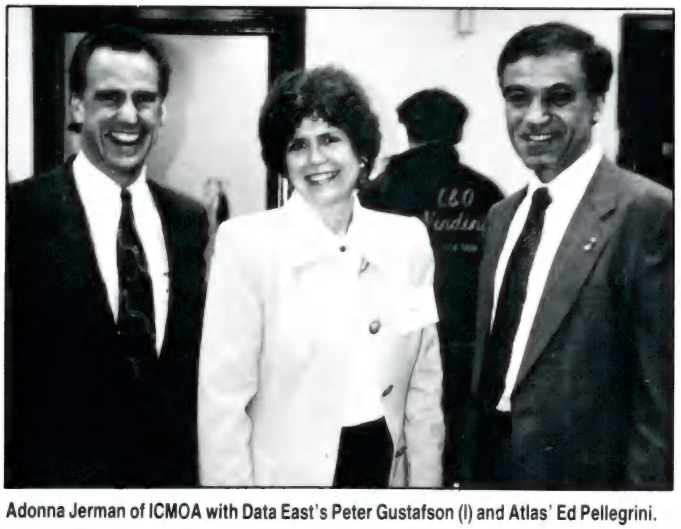
A visit to Atlas

Jim Belt (l) and Marty Glazman of Kaneko flank operator Mike Holl.

Atlas' Jerry Marcus (c) with Dave and Doug Diltz of Diltz & Sons.



Adonna Jerman of ICMOA with Data East's Peter Gustafson (l) and Atlas' Ed Pellegrini.

Operator Tom Arnold of Pinball Pete's is flanked by Nintendo's Chuck Arnold (l) and Al Stone.

Jerry Marcus and Ed Pellegrini invited their customers to take a look, or better look, at the new equipment previewed at the ACME show, held two weeks prior in mid-March. Manufacturers showed up in force, spending time with operators studying the games.

Adonna Jerman of the Illinois Coin Machine Operators Association took the opportunity to talk with operators about recent developments in the state. One proposal that could impact the coin machine industry is for a casino development along the lakefront in Chicago. Most operators were unaware of the proposal and are concerned about its impact.

Operators talked of the opportunities with redemption. Bob Keelyn of Coastal was busy answering questions as well as showing his equipment. Gordon Smart of Smart Industries, the

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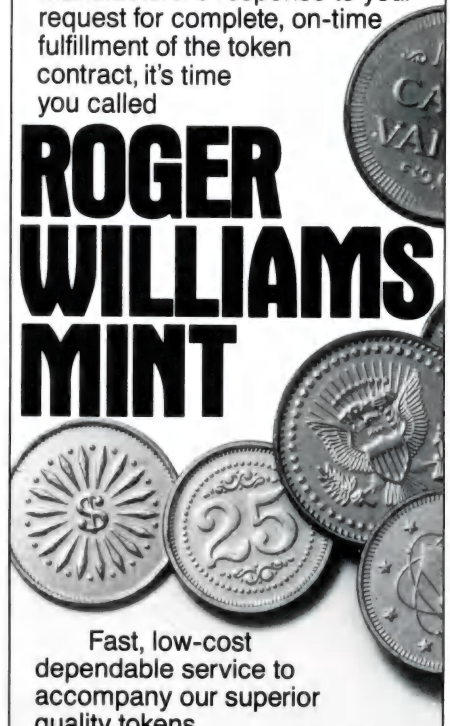

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OPEN HOUSE

Bob Keelyn of Coastal (r) with operators Don Riggs and John Burtoft.

From left: Valley's Chuck Milhem, Drew Becker of All Star, Geno Giuntoli of Atlas, Bruce Neuber of All Star, and Robert Corrigan of Valley.

From left: Minerva Santiago and Lauran Bromley of Bromley Inc., Darlene Lamz of Jaleco, John Poulos of Galaxy Game Centers, and Larry Berke of Jaleco.

company that showed *Feed Big Bertha* at ACME, also spent time answering questions. *Hawk Avenger* from Bromley drew its share of attention at ACME and the open house. Bromley's Lauran Bromley said it is the type of game operators are looking for. Ralph Coppola of I.C.E. noted that *Putting Challenge* (winner of a Play Meter award at ACME) is still going strong.

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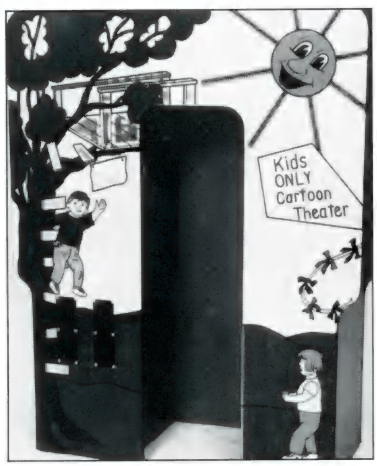

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Valley's Chuck Milhem, honoree at the ACME show banquet, loves his dart games as much as operators do.

Hank Heiser (l) of Empire Amusement with Merit's Howard Smoyer.

Alvin Gottlieb (c) with co-worker Jerry Armstrong (l) and old friend Maury Ferchen.

From left: Romstar's Rene Lopez, Domenico DeFazio of Reba Equipment, and Taito's Emilio Cabrera, Natalie Kulig, and Rick Rochetti.

games are still a drawing card in arcades and street locations. Atlas showed plenty to please both. Jaleco, Atari, Konami, and Sega all have the machines to make even the most discriminating arcade happy. Romstar, Kaneko, and Capcom offer the street operator a vast selection for their unique locations.

Alvin Gottlieb, who retired several years ago after selling his company, D. Gottlieb & Co., is back with *A.G. Soccer-Ball*, a two-player, face-to-face pinball machine, first shown at ACME. How does it feel to be back? "It's wonderful," he beamed. □

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The right philosophy spells success at CCI

A typical staff meeting, (l-r): Bob Schneider, Carl De Venio, Gary Warner, Jeff Lankiewicz, and Art Warner.

Next to *Starburst*, Tony Frusco (l) and Dan Zych.

Kevin Costner, the hero in "Field of Dreams," wasn't the only one who heard a voice that said, "Build it and they will come." Building what players want has been the credo of Coin Concepts Inc. since its inception in 1988.

The New Jersey-based company, which manufactures and markets redemption/novelty equipment, has enjoyed steady growth as coin machine operators embrace the redemption concept in earnest. CCI was one of the first companies to recognize the potential of games geared to smaller children ("kid-zone" games in CCI terminology).

According to company president Art Warner, "When we came out with *Jr. All American* and *Toss 'Em*, our first kiddie games, we encountered reluctance. And the reason? Operators told us that 'little kids don't come into my game room.' They found out that if you provide games to attract that age group they will come."

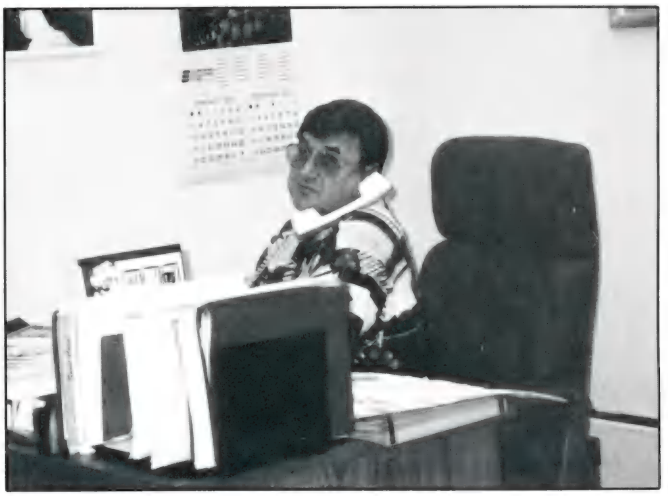
Here are some statistics to support faith in kid-pleasing games: The birth rate dropped between 1963 and 1976 (the baby bust), meaning the number of 18-year-olds is at a 30-year low. The next baby boom of the late '70s to early '80s translates to an increase in teenagers (14-17) by 1995. That leaves a large 5- to 13-year-old group coming along looking for entertainment.

This data reinforces the commitment of redemption game manufacturers such as Warner, a 25-year veteran of the coin machine industry. He is ably assisted by a sales division that includes Gary Warner and Carl De Venio. A recent conversation with Art and Gary covered significant topics, from percentaging to promotion and win frequency to game placement.

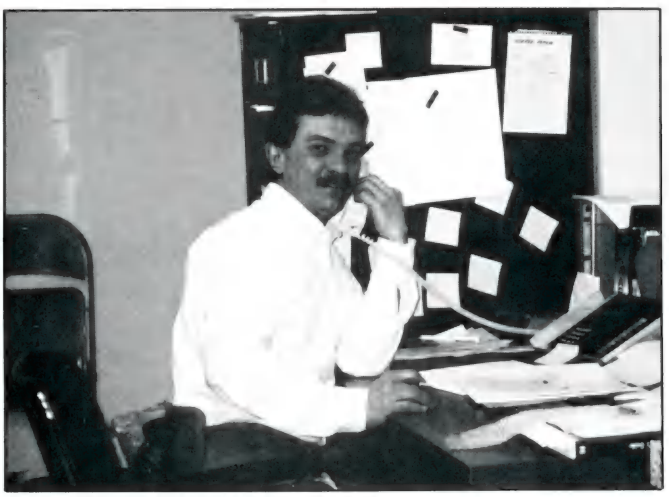
"Proper game percentaging is paramount," says Warner. "In a lot of cases, operators say their redemption games are not earning. When we ask what they are awarding, a lot of times we get earnings reports that show only a 10-20 percent award to customers. If that game is sitting next to one that awards 30 percent you can see the problem.

"A game like our *Rebound* might only produce a win once or twice in seven or eight plays. On that type of game you can afford to give a

Lonny Warner



Art Warner



Bob Schneider

Gary Warner

higher award per win than on some others. Another example is a coin pusher, which does not have a high win frequency. Games have to be grouped according to award. If a game is percentaged correctly it will earn much better. Percentaging can make or break a game."

Added Gary: "It's important to have a game that is percentaged, merchandised, and promoted properly. That's the difference between the average operator and the one who's successful. The effort put in is evidenced and rewarded in the return, as it is no secret that redemption requires work."

Are operators willing to make the commitment? "More operators are calling and saying they want to get into redemption," said Gary. "They are recognizing that they need something else in their locations. Everyone today is at least aware of redemption; we don't have to convince people when they call. Operators have to make their own decision, then we guide them to the proper mix of equipment. The objective is to attract a varied and loyal customer base and work hard to maintain it."

"Redemption widens your player base," interjected Art. "You want games that every member of the family can play in the same place. There are lots of entertainment choices that operators must compete against today: movies, skating rinks, home games, shopping malls. It goes without saying that redemption games are something players cannot duplicate at home."

Gary added: "In these recessionary times, keep in mind that families may not go out of town for a week's vacation. Instead, they will stay on a local level for entertainment."

Is there any mystery to interest in redemption? Gary attributes it to economics. "Operators are now more willing to replace other types of equipment to make room for redemption games because, for those who operate them (though they may only represent 20-40 percent of the game room), they are earning 50-70 percent of the

In the shop with *Luigi's Corner*, Jeff Lankiewicz (l) and Bob Schneider.

Marlene Crucis (l) and Beverly Hugle

revenue. Operators say, 'If this is working, maybe I should make some adjustments.' "

CCI offers a host of games that appeal to a wide range of players. At the recent American Coin Machine Expo, the company received favorable response to new games *Around the World*, a fresh approach to basketball (five hoops!); the *Froggy* ball-tossing game; and *Luigi's Corner*, an animated skill game with an organ grinder and his pet monkey.

The product listing also includes the single coin pusher *Starburst* and multi-player *Flamingo;* timed race games *Fire Fighter* and *Pig Racing; Rebound, Body Match, Five Card Draw;* and kid-zone games *Jr. All American, Toss 'Em,* and *Ol' McDonald.*

"We're rounded out with games for all ages," said Gary, "due to the advent of family entertainment centers. When doing consulting projects we do recommend other manufacturer's products. We're not naive enough to say that only our games are the best. It all depends on the location's needs."

The consulting end of the business involves evaluating spaces from 1,000 square feet up to 20-30,000 square feet, and preparing a recommended layout with game choices. "You can put five to eight games in 1,000-1,500 square feet," said Gary. "Anything less is not a commitment to redemption."

"Choose the kinds of items that your wife, kids, and friends would want for themselves. It can't be a case of choosing the cheapest items, then saying redemption is not working."

"Customer considerations come first," said Art. "If a location currently has mostly teens we don't want to recommend games just for that audience. The idea is to draw new players. We advise on rewards for the games, percentaging each one before it goes out of our warehouse. We even suggest minute details such as the size of the token, if they are to be used. CCI tries to take the guesswork out of redemption for our clients."

Much has been said lately about the decline in cranes. Art has his own theories: "There's a saying from us old-timers—only the strong shall survive. As far as cranes, some of the best are still available. The *Clean Sweep* and the *Big Choice* Belgian crane are still basically the best selling cranes in the marketplace today. Yes, cranes are not selling like they used to. But cranes run in cycles, normally anywhere from 10-12 years. Watch for a resurgence in business.

"Many operators are not willing to work their cranes. There are some very successful people out there making a good living using their imagination. Here's where proper merchandising comes in once again."

Whether in a crane or at the redemption counter, Art suggests that operators buy the kinds of items that their wife, kids, or friends would want for themselves. It can't be a case of choosing the cheapest items and then saying redemption is not working.

Operators with redemption equipment are retailers. It's a good idea to watch TV and see which toys are being advertised. "Try dynamic new prizes, not just a rubber snake and a water pistol," advised Gary. "Kids are sharp. Give them something worthwhile. You

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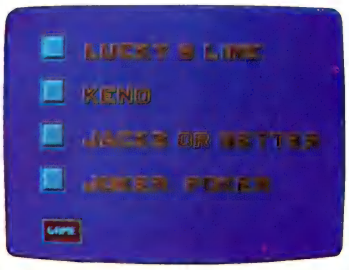

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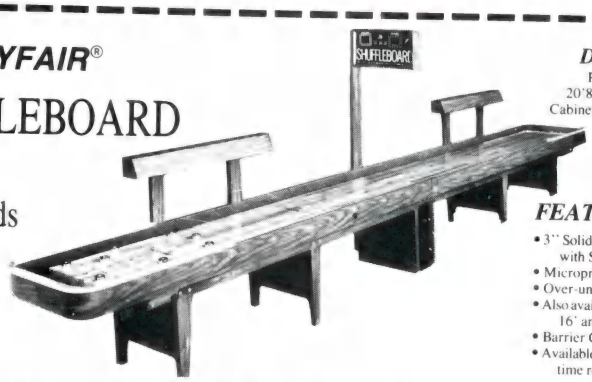

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COMPANY PROFILE

want people to feel like winners. When they walk out with prizes, after having a great time, they'll want to come back to the location."

Designing appealing games is at the heart of the business. To that end, CCI normally works in an 18-month time frame for game development. *Luigi's Corner* was a little different, taking two years total.

"Originally it was a midway game for traveling showmen," noted Gary. "We built a prototype on that premise and displayed it. Customers said, 'Why don't you make it an arcade game?' Then it was back to the drawing board." CCI staff members have a chance to play the games and offer suggestions, and children come in to give the child's-eye view. All the bases are covered before a game is pronounced complete.

Then comes the next step: distribution. "Distributor support is important to us," explained Gary. "Distributors are in day-to-day contact with operators and are an integral part of our business."

A company staff of 13 contributes to a smooth-running operation at CCI. Some of those behind-the-scenes folks include Jeff Lankiewicz, operations manager; Bob Schneider, technical service manager; Dan Zych, shop and parts supervisor; Marlene Crucis, office manager; Stacey Martin, office support/sales; Beverly Hugle, accounting; Lonny Warner, shipping/receiving; and Tony Frusco, John Powers, and John Kara, game technicians.

Together the CCI team strives to give the playing public the kind of entertainment value it deserves, not just domestically but internationally as well. There's been a dramatic increase in exporting, primarily to the Far East. Additional new territory includes Israel, Turkey, and several Middle Eastern countries. Redemption is reaching a global market, one that CCI is ready to service. □

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Bonnie Theard

Four viewpoints on one important topic

Disappointments have not dampened the enthusiasm of coin machine operators pursuing involvement in legalized gaming activities. Clear evidence of the interest was felt at the video gaming seminar during the recent American Coin Machine Expo. Four knowledgeable panelists faced a crowd of 102 attendees.

Bob Williams

Williams detailed the significant economic impact that video lottery has had in his state, especially in the food and beverage industry where over 2,000 jobs were created in a 29-month period. There has been a "surge of new monies into the economy," he said, adding that over 200 new jobs arose in the coin machine business. An increase in new construction of restaurants and taverns was another positive result.

"Any bill written without the proper protection of private industry leaves the door open. Government then thinks it can do it better."

In the success column were Bob Williams of Musi Vend in South Dakota and David Goudeau of Gerald's Amusements in Louisiana. In the hopeful column was Adonna Jerman of the Illinois Coin Machine Operators Association. Neutral was James Maida of Gaming Laboratories International. Gil Pollock of Premier Technology served as moderator.

South Dakota still stands as the model most gaming proposals use as a blueprint. Two years of successful video lottery operation has made South Dakota's system the most discussed in video gaming circles.

There have been many attempts to tinker with the system currently in place, but it remains unchanged except for an increase in the state's percentage. When video lottery commenced in October 1989 the state received a 22.5 percent share of net proceeds. That percentage has since jumped twice, up to 25 percent and then 35 percent, the maximum allowed under the law.

The lower percentage was a help at the start, considering the significant risk undertaken by operators

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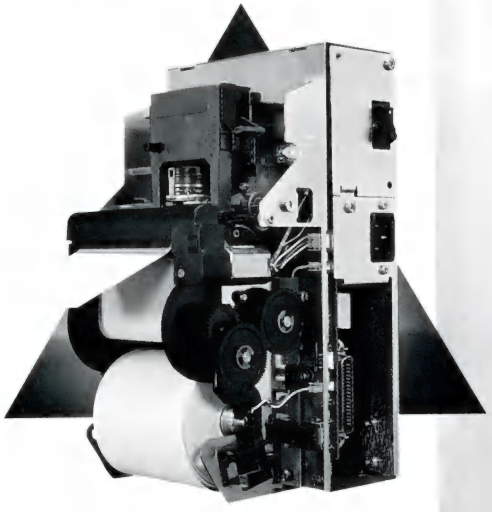

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in the purchase of machines. The South Dakota market has grown steadily from 800 machines on the first day of operation to 6,270 terminals (as of mid-March). Minimal development is expected in the future in terms of machine placement. Players are steady, however, and revenue is consistent, according to Williams.

He reminded the audience that the license for video gaming is a privilege. Any participants in the program can be expected to work closely with the public sector and share information about their businesses.

Williams identified one of the greatest hurdles in obtaining legalized video gaming: ignorance. Legislators do not understand our industry. State associations may also have internal problems that obstruct progress. He advised being patient during the time it takes to develop a good level of communication with your Legislature.

David Goudeau

It took five years to get the idea of legalized video gaming across, explained Goudeau. "You can't pass this type of legislation overnight." (Louisiana is poised to begin its legal video poker program on July 1.)

Among his recommendations were:

1) Work out your organization's internal problems; present a united front to the Legislature.

2) Support your legislators—"it's a real fact of life."

3) Hire a strong lobbyist—"don't try to get by on a shoestring."

4) Contact legislators by phone and letters—"too many people at the capital can aggravate legislators."

5) Identify your enemies—"find out who's opposed and why and negotiate with them."

6) Gather as many allies as you can.

7) Be careful who is written into the bill.

8) Be persistent and be professional.

Goudeau added, "Short of giving up the ranch, you will have to join forces with some people you don't know."

From left: James Maida talks with Nick Gudewell of Laser Star Music; Ben Sung of Presenta is in the background.

Panelists Adonna Jerman and David Goudeau with Gil Pollock (r).

Bob Williams (seated) with, (l-r): Igor Vernik of Alberta Shuffleboards, Chris Carzo of Monarch Amusement, David Fechheimer of Fechheimer Research, and Mark Gallone of Monarch Amusement.

Adonna Jerman

ICMOA, the largest operator association in the United States, has been working for over two years to obtain passage of legislation to legalize video gaming. Jerman, executive director of the association, said that government has to be convinced that video gaming is an acceptable means of raising revenue.

Jerman and the ICMOA video lottery committee have worked long and hard to educate all parties touched by video gaming, from locations to legislators. Locations can play a major role by talking to their legislators and other businesses about the positive benefits of video gaming. "It's important to write operator-friendly and industry-friendly legislation," she affirmed.

ICMOA is a great believer in meeting with legislators and explaining the coin machine industry to them. Hosting a reception for legislators, much like a mini AMOA/AAMA Washington Conference and game tournament, is an opportunity for elected officials to see that operators are businessmen with a history of providing entertainment. Giving legislators and their families little gifts, such as plush donkeys and elephants, goes a long way in presenting a good image.

Some of the major points made by Jerman include:

1) Form a committee of dedicated people to lead the way for video gaming.

2) Select a strong leader.

3) Appoint a fund-raising chairman.

4) Educate the membership through meetings in various parts of the state.

5) Meet with distributors in your state and machine manufacturers, asking for their input and assistance.

6) Get to know your legislators and identify the main legislative

leaders.

7) Network with other states to find out what's working and what's not.

8) Hire professionals: lobbyists and a public relations firm to represent your interests.

9) Prepare an analysis of the potential benefits for your state.

10) Be professional and persistent; learn from setbacks and disappointments.

11) Make sure your legislation clearly states operator involvement.

12) Be flexible and willing to entertain new ideas and viewpoints.

James Maida

As head of Gaming Laboratories International Maida interfaces with both the states and machine manufacturers regarding the video gaming issue.

He discussed the importance of obtaining support from either the governor or the state lottery director. He noted that gaming laws usually pass by just a few votes. If the governor vetoes the measure, it will have to go back to the Legislature and will need a two-thirds vote to pass. In other words, you have a problem if the governor doesn't like your bill.

"Indian gaming is the number one hot topic today," said Maida. "When the door opens a little bit it opens wide for Indian gaming." By federal law, state governments must negotiate compacts with Indian tribes.

There's also the sticky question of a percentage to the state. The current numbers in jurisdictions that approve video gaming are: South Dakota, 35 percent; Atlantic provinces of Canada, 33-1/3 percent; and Louisiana, 22.5 percent with a hefty $1,000 per machine license fee per year. He advised, "Get to a comfortable percentage that's fair to all parties."

Some general guidelines were offered by Maida:

1) Don't use the term "casino" or "little Las Vegas."

2) Keep machines away from youngsters; adhere to a mandatory age limit for playing the games.

3) Limit the number of machines to avoid the casino look. "Video lottery is premised on low bets and low payouts," said Maida. "Don't offer life-changing monetary rewards."

4) Give a portion of the proceeds to compulsive gambling programs.

5) Earmark some of the proceeds to coalition groups such as horse racing entities.

"The license for video gaming is a privilege. Any participants in the program can be expected to work closely with the public sector and share information about their business."

Maida cautioned that residency requirements in a bill might become a "deal buster" since "this might be considered unconstitutional. If there's a constitutional problem, a Legislature will hesitate to vote on the bill."

In closing, Maida stated: "Video lottery must be run with integrity. If you work with state bodies and respect them, they will respect you." He stressed the value of negotiation and the partnership between the public and private sectors.

Questions were posed to panelists as each ended their presentation, followed by more at the session's end. At one point Pollock reminded the audience of an important consideration: "Any bill written without the proper protection of private industry leaves the door open. Government then thinks it can do it better."

He explained that even though independent studies in Oregon indicated that coin machine operators could provide the best market penetration, that state decided to leave coin machine operators and distributors out of the picture and go with a state-run program. This is a real danger and should be prevented in the future.

A side note: in Atlantic Canada, coin machine operators are involved in the video lottery programs in New Brunswick and Prince Edward Island; Newfoundland and Nova Scotia are state-run. Many eyes will be focused on Oregon's state-run program this year and Louisiana's operator-involved program. This will be the first time that video gaming will occur in hi-density population areas. □

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Arachnid attracts over 800 to Ga. qualifier

Donny White (l) and Jerry Driskill (r) with Arachnid A-Team member Barry Reithmeier.

Eva Grigsby and Carl Parsley with Arachnid A-Team member J.L. Woodard.

A record number of entries—849—made the recent Arachnid BullShooter qualifier in Atlanta one of the most successful of the tour season. Players from Georgia, Alabama, Florida, Tennessee, and North Carolina competed for a $6,000 purse and a spot in the BullShooter VII Finals on May 22-25. Atlanta's Greater Southern Distributing co-sponsored the tournament.

The Men's Singles competition came down to a battle between Jerry Driskill and Donny White, with Driskill prevailing. The two, however, are friendly combatants; they teamed to take first place in Open Doubles Cricket and second in Men's Doubles to Carl Parsley and Mike Day.

In other results, Eva Grigsby won the Women's Singles event and teamed with Jackie Ogletree to capture the Women's Doubles title. Ogletree also joined forces with Clyde Blasingame and J.P. Polvinen to claim the Mixed Triples Crown. Scott Pewitt won the Pro Singles event; Parsley and Grigsby prevailed in Mixed Doubles Cricket.

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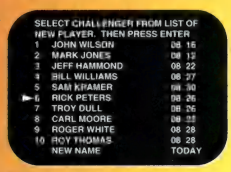
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Tornado ushers in '92 foosball season

Tornado Table Soccer began its 1992 foosball tour on a high note, attracting the largest number of contestants ever—1,300—for a kick-off tournament. It took place Feb. 14-18 in Houston at the Intercontinental Airport Hilton Hotel.

Players from across the country—including Texas, Louisiana, Oklahoma, Colorado, Florida, Minnesota, California, New York, and Ohio—competed in 14 events for over $35,000 in cash and prizes. Here are some of the winners:

Open Singles: 1st place: Todd Loffredo (Colorado); 2nd place: Dave Gummeson (Minnesota); 3rd place: Charles Britt (Texas).

Women's Singles: 1st place: Liz Hill (Florida); Melanie Goldstone (Texas); Cara Richardville (Texas).

Open Doubles: 1st place: Ed Gartman (Texas) and Terry Moore (California); 2nd place: Steve Beine (Ohio) and Dave Gummeson (Minnesota); 3rd place: Chris Starczewski (Florida) and Tom Hubbard (Texas).

Women's Doubles: 1st place: Melanee Tosh (Oklahoma) and Liz Hill (Florida); 2nd place: Melanie Goldstone (Texas) and Sharon Miller (Texas); 3rd place: Angie Aiva (Texas) and Andrea Watts (Texas).

Novice Singles: 1st place: Louis Barcelona (Louisiana); 2nd place: Kevin Colligan (Louisiana); 3rd place: Greg Mendel (Louisiana).

Novice Doubles: 1st place: Gena Murray (Texas) and Joe Williams (Oklahoma); 2nd place: James Barreiro (California) and Anthony Nagy (California); 3rd place: Mike Simons (Texas) and Scott King (Texas).

The Houston tournament was the first of five major stops for Tornado on its 20-city spring tour. Among those coming up soon are the Masters Open in Atlanta, May 22-25; the National Championships in Oklahoma City, July 3-6; and the $100,000 World Championships in Dallas/Ft. Worth, Sept. 2-7.

For more on the Tornado tour or other information, call (303) 933-1170. □

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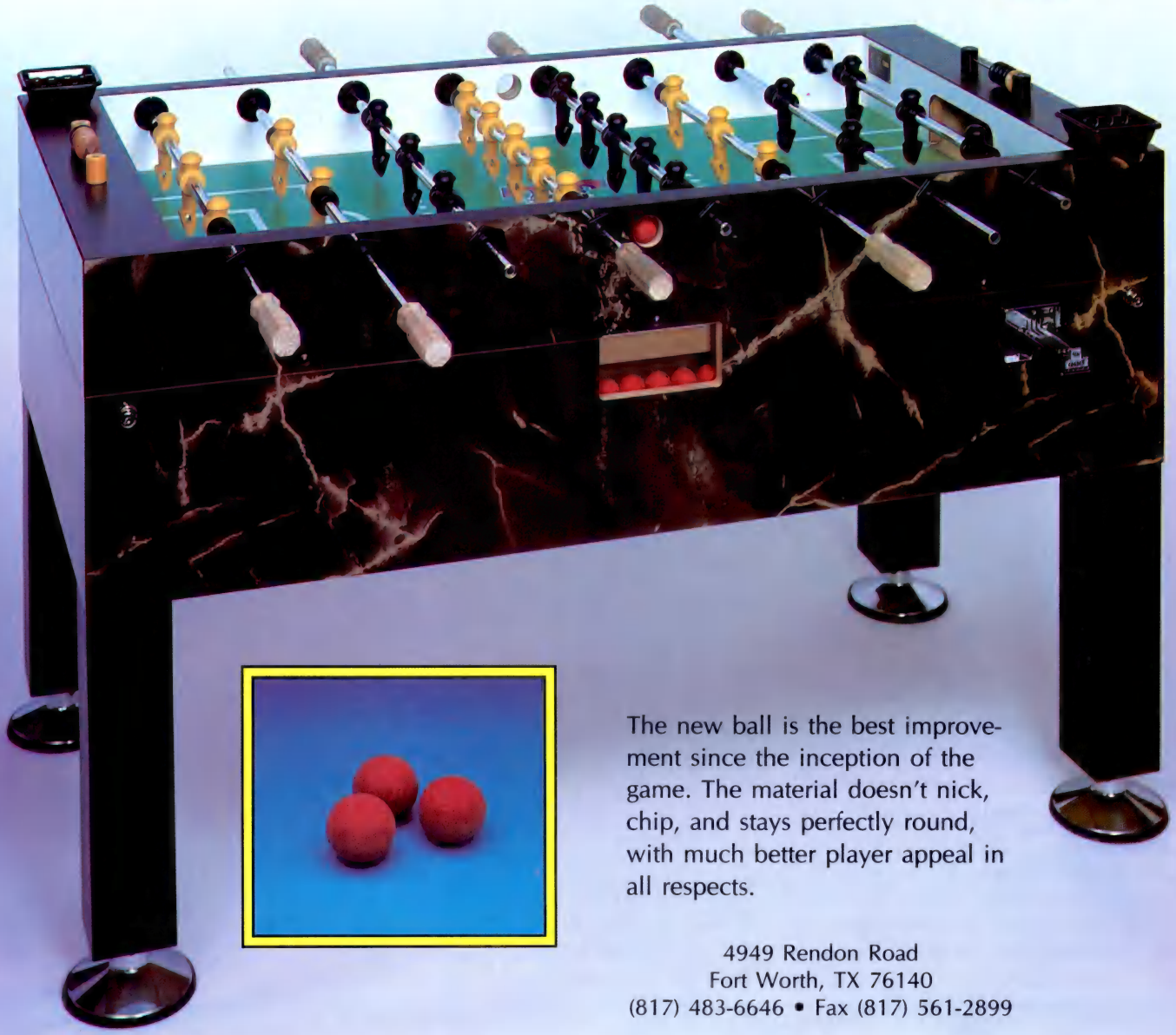

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Merit dart tour visits California

From left: Tournament director Bob Wiles, Gail Noelder of Tri-Vending, and big winner Brad Halley.

Bob Wiles with Gina Aguero, third place finisher in Women's Singles.

Sacramento, Calif., served as the site for the $10,000 California Classic, a North American regional stop on Merit Industries' Fifth World Series of Darts tour. The tournament, held Feb. 28-March 1, was sponsored by Unicorn Dart Products and promoted by John and Gail Noelder of Tri-Vending & Amusements.

Top steel-tip darters like Paul Lim, Gerald and Lori Verrier, and Manop Bangbanjerdsilp challenged top soft-tippers at the Classic. It reinforced a popular adage at Merit: "Darts is darts is darts, whether on a steel or electronic board."

In the Men's Singles 501/Cricket event, Brad Halley nipped Lim to take the title. Halley then teamed with John Gray and Susie Bauer to defeat Lim and the Verriers for the Mixed Triples crown. Nadine Chapman won the Women's Singles event and later joined Debbie Greasby to prevail in Women's Doubles. Kay Davidson and Shirley Kurtzman placed second. Tom Tanberg and Roy Ward finished first in Open Doubles, defeating Manop and Doug Shumway in the final.

For more information on the Merit tour, call (612) 431-7790 or FAX (612) 431-7310. □

What are the toughest issues facing the coin-op industry today? What can we do about them? Answer the question or spill your guts on whatever else is on your mind.

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READER'S RESPONSE

We have always felt that it is vital to find out what our readers are thinking. It was suggested to us several years ago that we should devote a page to hearing readers' views. We complied and regularly print the compliments and complaints we've gotten.

We decided to zero in on what operators view as the most pressing concerns in the industry. It was up to our readers to answer the question posed or express opinions about whatever else is on their minds. We will periodically change the question but continue to invite you to tell us what you are thinking. Your opinion counts!

Take a hard look

Whenever I talk to players who have been "outside" in the lower 48, I hear them say how dirty, old, and out of date all the game rooms seem to be in relation to ours. We buy new equipment *constantly* and keep it in top working order.

There is a cashier always nearby to help the customer with jammed quarters or game problems. Of course, there are exceptions, but if you really want to know what ails the industry, it's the operator who has dirty, out-of-date, and out-of-order equipment.

Pam Iverson
Space Station, Anchorage, AK

Back to basics

Do you remember the man in a room with no windows or doors in the old horror movie? Ever so slowly the ceiling got lower and lower and he had nowhere to go but down.

I equate this picture with that of operators today. Factors of life are coming slowly down on us. Electricity just went up (again!) in December. Property taxes have gone up four percent in the last three years. We still have to pay for licenses *plus* $20 per machine—over $2,000. No matter what they call it, I call this a tax.

Even though you increase the length of your season, what are you gaining? By the time you add up the cost of lights and other expenses, not to mention your time, what is the bottom line? When you're a big company, you can trim the fat. What do you trim when you've already cut the help to a skeleton crew? I guess you could go with just a cashier and wing it.

If I had read what I just wrote 10 years ago or more, I would chuckle to myself and think, "There they are again, the quitters—the doomsday boys." Well, as the old story goes, they've squeezed everyone else, now it's my turn. My dad used to say, "Save your money during the good times so you'll have something to see you through the bad times." So, I guess millions of us have learned a bitter lesson, just as long as it isn't too late. Surely, we *must* buy new equipment.

I actually see new equipment paying for itself in a year or two. That is if it's outstanding like *Hard Drivin'*, *Road Riot*, *Final Fight*, *Chexx*, *Out Run*, *Skee-Ball*, *Super Hang-On*, and basketball games and cranes. These machines go on and on. Oh yes, pins, too, like *Pinbot*, *Whirlwind*, and *Cyclone*.

If you can ride out the storm, this super recession, you should be in business no matter what the obstacles are during the rest of the '90s. One person I know lost everything in business because he *thought* he could make it. Today, you do not *think*—you *know*. You don't depend on feasibility studies, you use common sense. You give the public what it wants, not what you think it wants.

We must face reality in our everyday decisions. Buy American is being heard. Certainly, but the products must last. We can't base life and death decisions on sentimentality alone. The American product must be superior in order for us to purchase it.

Our federal and state governments must face one fact: if they want our tax and license money, we must survive in business. It is a two-way street. Just like we deal with our customers, our government must deal with us all the time, not only at election time. Every one of our customers is extremely important, just like every taxpayer and every voter is important.

All good operators should be going back to the basics, including good customer relations. Our legislators need to return to the same basic principle of good business and treat us—large or small—with the same respect. If they do, then we all have a chance of surviving. Maybe even prospering!

Portland, ME

Changes in order

The things that players come in contact with the most—the coin door, controls, and cabinet—seem to be at their lowest quality level ever. I actually prefer to put a new conversion kit into a nine-year-old Williams cabinet (all plywood). The standard coin door on these older cabinets was an over/under, which is very high quality and easy to service. The cabinet has a large, easy-to-work-with control panel.

Compare this to many cabinets only a few years old. They're presswood construction and use inferior coin doors. I can only believe that these coin doors must be really cheap at the wholesale level, because they are the poorest example of any coin accepting devices the industry has ever seen.

Manufacturers, please evaluate coin doors from a street operator's perspective. Looking pretty on the outside is not enough. But this must be the only place the money went because there is not much more. Open them up and see the interior framework that supports the coin mech; it's made from low-grade pot metal and held in place by sheet metal screws that also hold on the coin entry plastic cover. Give the door a few kicks and you will have coin jams for the life of your machine.

Now look at the mech itself. I have one in mind that is the only one I've ever seen that won't accept quarters right from the factory. Try to adjust it and it gets worse. Now the coin switch—its coin trip wire is usually not adjusted correctly from the factory. Its ground terminal wiggles every time the switch is used, causing connections to go bad because of fraying wires or loose trip connectors. Did I forget the front coin entry chute push button? I guess everyone knows these break every Friday at 5:01 p.m.

Now let's look at cabinets. There should be a better way to secure control panels. A system of trunk latches does not work. Most of the break-ins on my route games are through the control panel. I would rather have the old system of carriage bolts and wing nuts. We need to improve these things industry-wide, not standardize the worst examples. □

An overworked street operator

John Margold

The advantages of tokens

In past columns I have mentioned promotions that can be done with redemption tickets. This month, let's look at the value of using tokens in your operation.

Before writing this column, I conferred with Sheila Dellacona, vice president of Roger Williams Mint. Located in Attleboro, Mass., Roger Williams Mint is one of the companies that specializes in token manufacturing for the amusement industry. Sheila is certainly one of the nicest and most knowledgeable people you can talk to about the application of tokens in our industry.

Tokens offer several advantages over quarters as the coin of choice in operating your game room. Two very significant advantages lead the list. First, when customers purchase your tokens (from an attendant or a bill changer), you have use of the players' money immediately. They may buy $5 worth of tokens. (For sake of this discussion, let's keep things simple and say that 20 tokens will be given to the player for $5. Each token will be worth exactly 25 cents.)

If the player uses 10 tokens during that first visit, and returns to use the remainder of the tokens a week later, it makes no difference. You got the $5 up front. However, if you used quarters, the 10 coins played on the first visit would be the only revenue available to you. Perhaps the other 10 would come to you next week, but perhaps not.

An assortment of tokens from Roger Williams Mint.

Once those 20 tokens are purchased, all of that $5 is yours. If some of the 20 tokens are *never* used in your arcade, it will do you no harm. You have made a significant profit on these "walkaways." If you use a quality brass token, your cost may be around six cents each. And if the token never gets used, your profit will be 19 cents!

If you have ever observed customers at a casino in Nevada or Atlantic City, you will recognize the second major advantage of tokens. Just as gamblers have a tendency to forget that the chips represent real money, the arcade customers are also more likely to be free-spenders with a fistful of tokens rather than quarters.

Many game room operators think the best reason to use tokens is to offer special promotional discounts, which encourage play on slow nights (e.g., "Monday Madness: 50 tokens for a buck!"). I disagree. In fact, I think it is dangerous to undervalue your tokens. Some people have promoted themselves out of business. When your average game play cost drops to 18, 15, or even 12 cents, it is not possible to purchase the latest equipment and put aside money to remodel. Since equipment costs continue to rise, it

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makes no sense to cut the cost of game play.

On the other hand, token use can help you *raise* the price of play. More and more successful operators are selling tokens at three for $1, 18 for $5, and 40 for $10. This will increase your price per game from 25 cents to 30 or 33 cents. Each player will spend a bit more, and if your location is well maintained with up-to-date equipment, they will accept it. The impact to your bottom line will be significant.

Naturally, you don't want your high-priced tokens getting mixed up with someone else's low-value tokens. Before converting from quarters to tokens, check the other arcades in your area. If they are mostly using .984-sized tokens, you should go smaller (.800) or larger (one-inch). If there are many competitors using all sizes of tokens in your market, you may wish to use a special coin called the "Q-bit." Call Sheila for the details at (800) 225-2734.

Though I am not in favor of discounting your tokens into a low value, I do think that tokens may be used for promotions. Here are just a few of the many possibilities:

- If you use print advertising, include a coupon worth two free tokens (with an expiration date and a "one coupon per customer" caveat).
- Offer free tokens for the high score on a video game that has not been getting much play.
- Around holiday time, attractively package your tokens as $5 and $10 gifts.
- Two tokens for an "A" and one for a "B" at report card time is good. Offer a five-token bonus for perfect attendance.
- If you have food service, package some tokens along with a slow-moving item (like anchovy and fudge pizza).
- If you promote birthday packages, use tokens to encourage players to cross over from your miniature golf course, go-kart track, or other area, into your game room.

The "Q-bit," a special coin from Roger Williams Mint.

"Just as gamblers have a tendency to forget that the chips represent real money, the arcade customers are also more likely to be free-spenders with a fistful of tokens."

Tokens may also be used as part of your redemption set-up. Many redemption games are designed to offer you a choice of token or ticket awards. If your *Skee-Ball*s award one-point tickets, you can set your coin pushers to dispense five-point tokens (rather than five one-point tickets). Several of the more successful redemption games can be set to award tokens. Games like *Reel Poker*, *Lotto Fun*, and Crompton's new *Clown Around* are able to provide the flexibility of token payout. Using tickets of different value (one and two points) along with tokens of different value (five and 10 points) can increase interest in your redemption games.

Inexpensive and lightweight aluminum tokens are usually customized with the arcade name and logo on one side, the point value on the other. A token that's 1" or 1-1/8" in diameter is best. An anodized color finish can be added to help distinguish the denominations.

Unlike tickets, tokens can be recycled. Also, the sound made when a redemption game awards a lot of tokens creates added excitement. When a *Reel Poker* player gets a full house, or a *Clown Around* player hits the 50-point hole, just watch the reaction of those customers within earshot.

The use of tokens is limited only by your imagination. Proper exploitation of tokens will boost sales and increase profits. And an arcade that features redemption can use tokens as a means to play the games and collect redemption points.

Note: Other token suppliers include Hoffman & Hoffman (800/227-5813), The Lombard Mint (819/569-9918), and Van Brook of Lexington (606/231-7100). □

Asking experts about redemption's future

Anyone attending the March ACME convention in San Antonio could not help but notice the proliferation of redemption equipment. As operators seek profitable alternatives to boost revenues, redemption seems to be the one thing rising to the top of many to-do lists.

Those involved in redemption will agree that while a natural progression to the amusement business, it's a whole new ball game in many respects. "You are now in the retail business," is a favorite piece of advice from those who have been through it.

But the dominating questions are, "Where exactly is redemption heading?" and "What kind of merchandise will be popular?" We knew who could answer these queries because it's their business to know—the merchandise suppliers. We invited all of them to express their expert opinions. Though we didn't get the overwhelming response we expected, the hints and outlooks sent in are worthwhile reading.

George Smith
NANCO
Chelsea, MA

NANCO believes that for the foreseeable future redemption will be a strong leg for the amusement market. The strength of redemption rests upon correct product purchases—prizes which are lively, fun, and offer quality for the price.

The core of redemption centers is and will remain low cost items (under $1) which are sellable to different age groups and allow a high margin return to the operator.

Superballs, rings, bracelets, toys, novelties, and collectibles (ceramics, giftware, etc.) offer high perceived value at a low cost. These item categories, combined with strong licensed product like pro sports, "Beverly Hills 90210," Urkel (of "Family Matters"), Rocky and Bullwinkle, to name but a few, plus well-priced, flashy electronics and housewares, offer the ideal mix for the amusement market.

Redemption centers should remember that they have entered the retail market and must present as polished an appearance as possible. Proper signs, displays, and product variety will insure success. NANCO feels strongly that we are partners in your redemption business and will work with you toward redemption success.

Barry Lederman
"The Grand Wizard of Redemption"
P.M.I. Toys and Novelties
San Antonio, TX

The rapid growth in arcade

"The strength of redemption rests upon correct product purchases—prizes which are lively, fun, and offer quality for the price."

redemption centers is being spurred on by the tail-end baby boomers holding out until their 30s before having children. We have, in effect, a miniature baby boom, placing more spending money in children's hands than we've seen in the last 10 years.

However, this baby boom will not last forever. The key to longevity in this highly competitive business will be the ability to attract a variety of age groups. You should have games and activities that will hold the interest of the 70-year-old grandparents as well as the two-year-old child. The redemption counter will need a wide range of prizes to appeal to these diverse age groups.

The redemption counter, without a doubt, is the most important draw for repeat business. The difference between success and failure depends solely on the variety of merchandise offered and how it's displayed. Doing this right will take the greatest amount of time and effort but will have the biggest impact on the total profit.

Plush toys should play a major role in your merchandise mix because of high perceived value, variety of colors, and low cost per size ratio. Plush toys also have loyal fans, from the teddy bear collector to those who feel that plush is the never-fail gift.

The trick to buying plush is variety. You should carry a wide range of 200-250 ticket stock (10- and 12-inch). Known as "crazy ball," this size should be soft-filled amusement quality, usually with a full family of sizes available as higher ticket items. To get the most action out of this size plush, display all styles next to each other at eye level, setting the redemption value at an average landed cost for all styles. In other words, regardless of the cost variance keep this shelf at one price.

Next is the 500-700 ticket items. You should have a few high-quality retail plush pieces, smaller than the amusement quality, but necessary for the discriminating customer who wants quality over size. You could bring in a few more sizes based on the amount of space that is available. For example, stock

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some jumbo and colossal plush (30- to 60-inch). This size is great for display value along with developing more repeat customers saving up to win. Hang these pieces from the ceiling, set them on top of the *Skee-Ball* games, or anywhere else out of reach. This size is low cost per size item but creates a festive, colorful, inviting atmosphere.

P.M.I. has several hot plush families: Oscar Orangutan, by far the hottest non-licensed piece for 1992. It combines bright neon colors with high-pile plush and a unique character that everyone loves. Major league baseball has the largest group of fans over any other major sport, while licensed product is another hot group. P.M.I. also has a Harley Davidson line of plush that has stayed in great demand.

Alan Deutschmann
A.L.D. Services
St. Louis, MO

Our company sponsored a contest looking for the best crane promotional ideas. Each person submitting a winning idea won $100. Here are the winning entries: Tie two prizes together to create one large prize. Give customers a second chance to win by attaching two-part carnival tickets to prizes, having customers fill out one half, and placing the other half in a box for a weekly or monthly drawing for a grand prize. Go a step further and make the grand prize one of your older video games or pinballs. Give customers the alternative of trading several small pieces for a larger one by assigning points to each type of plush. Use prizes that appeal to the local area, like school colors, teams, mascots, etc.

Other suggestions include using coupons attached to plush to promote other businesses, like a nearby bowling center, movie theater, or pizza parlor. Place the crane where it is easy to get to and easy to see. Use an exceptionally nice piece in the center of the crane. Take advantage of holidays and feature items pertaining to the occasion. Take care in placing plush, having all the eyes facing toward the player to make it more appealing. □

"The rapid growth in arcade redemption centers is being spurred on by the tail end baby boomers holding out until their 30s before having children."

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SPRING BUYER'S GUIDE

The '90s may become the decade of redemption. If you're expanding into this market, use our handy guide to see the newest equipment this segment of the industry has to offer.

Novelty/redemption games occupied the major share of booth space at the recent American Coin Machine Expo. Couple that with two well-attended seminars on the same subject and you can see a pattern forming: coin machine operators are embracing redemption equipment in greater numbers. Many feel they have to branch out because they are disappointed in the return on investment provided by other games they formerly relied upon for the major share of business profits. Many consider it plain good business sense to expand their customer base.

Whatever the combination of elements, redemption is a very big part of today's coin-op world. Our Spring Buyer's Guide includes current listings for all alley bowlers, ticket-awarding novelty games, kiddie rides, non-ticket novelties, cranes and rotaries, coin pushers, sports games, and specialty machines (including bulk vendors).

At the end you will find an alphabetical index of game manufacturers along with addresses, phone and FAX numbers, plus a corresponding list of suppliers in the categories of redemption merchandise, tickets, tokens, and used equipment.

Kiddie Rides

Cruiser
AMTEC
Young sailors love the authentic look of this pleasure craft in red, white, and blue. Nautical detailing on this fiberglass ride with real chrome hardware. Other rides from the company include *Blue Cosmos Rocket Ship, Crown Carousel, Carousel Horse*, and *Pinochio*.

Skyhawk Raider BS3
American Simulators
Kids can simulate an "aerial dogfight" in this ride. They thrust the throttle forward, point the ride's nose toward the sky, and are transformed into a "bright yellow blur streaking toward their proving ground." This yellow ride has a fiberglass capsule and base.

Starfighter BS1
American Simulators
This rocket ship ride has a white exterior, amber-colored afterburners, and flashing lights on the control panel. Other features: a fiberglass capsule and base, fully molded interior, solid-state electronics, resilient mechanical components, and corrosion-protected metal components.

Stealth BS4
American Simulators
With this ride, kiddie pilots can make believe they're piloting Air Craft Stealth aircraft. The unit is black and blue, with amber-colored afterburners. As with the other rides in this line, the length of the ride time can be adjusted from 30 seconds to four-and-a-half minutes.

Turbochopper BS2
American Simulators
What a mission! Kiddie helicopter pilots must battle wind and a driving rain to rescue a stranded firefighter from the rooftop of a towering inferno. The unit is red and measures 60" high, 84" long, and 39" long. The weight is 300 pounds.

SP1 Spacepod, SP2 Skylab
American Simulators
These new simulators comprise the Self-Propelled (SP) line (the preceding four rides are from the flight simulator line). They are all-mechanical, interactive rides for children up to 12 years old.

Davey Dragon
R.H. Belam (Belita)
The friendliest of dragons awaits youngsters wanting to climb on the back of a most unusual creature. The smiling fellow is all green with a yellow neck and yellow seat ready to be occupied.

Ferrari Racing Car
R.H. Belam (Belita)
A sleek and shiny red racer with black trim, rear spoiler, and decals that indicate the European racing circuit. The ride is mounted on a silver stand.

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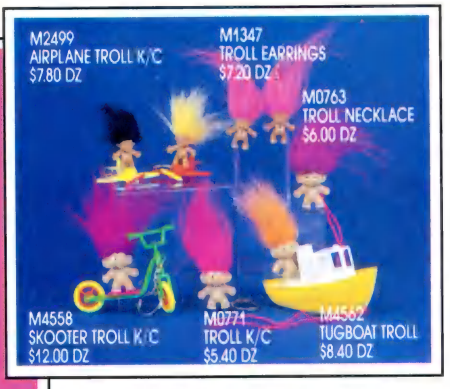
M6332 2¼" TROLL W/SUCTION CUP $8.40 DZ
M0708 2¼" TROLL W/O SUCTION CUP $7.20 DZ
M3495 3¾" TROLL W/CLOTHES $21.00 DZ

* Additional Styles are available.



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Kiddie Rides

Norton Motorcycle
R.H. Belam (Belita)
Young motorcycle enthusiasts will be attracted to this silver racing machine that comes complete with windshield and realistic hand controls. Trim colors are red, blue, and yellow.

Pepito Horse
R.H. Belam (Belita)
Every little cowpoke will want to saddle-up on this colorful ride that features a classic white and tan horse on a bright green stand. The blue saddle adds to the already eye-catching color combination.

Vienna Horse
R.H. Belam (Belita)
Carousel horses of days gone by provided the inspiration for this special ride, available as either a white horse with blue trim or a striking black steed with blue trim.

All-Terrain 3-Wheeler
Carousel
A bright yellow three-wheeler that moves back and forth and has authentic sounds. A sturdy red and yellow base ensures a safe ride.

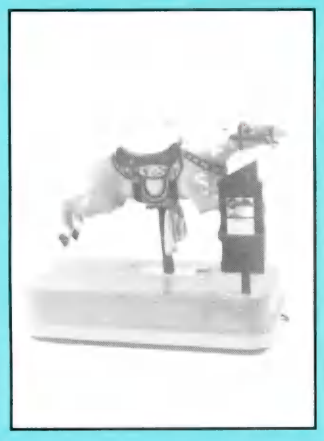
Jr. Carousel
Carousel
Calliope music is played on this three-rider carousel. It's built to withstand constant use. There are candy-striped poles, a red and white canopy top, and a double-guarded cashbox.

Monster Mudder 4x4
Carousel
A twin rider truck in black with blue detailing along the sides. One of the new contemporary rides, it has attraction lights and user-activated sound effects and controls.

Nite Ride Car
Carousel
The famous sleek-black car with special powers still registers well with young drivers. Features includes all-steel frame, no-jerk starts, and double-guarded cashbox.

Sky Copter
Carousel
Another in the contemporary line, the bright red copter on its red and white stand is sure to attract young pilots. Flashing lights on the top and the back add to its appeal.

Kiddie Rides



Star Horse
Carousel
One of the company's traditional rides, it is as time-tested as the multi-rider carousel. Here the horse is done in a soft buff color and stands on a sturdy blue and yellow base. The double-guarded cashbox is standard.

Street Machine
Carousel
This convertible car, in the contemporary series, will draw young lady drivers with its white, pink, and blue color scheme. All Carousel rides can be used in either indoor or outdoor settings.

Turbo Z-327
Carousel
School bus-yellow and black set off this contemporary ride named for the real sports car. As with all Carousel rides, it comes with cashbox security system, operator-adjustable vend price, and ride timer controls.

Jumbo Elephant
Coastal
A decorative canopy with the name Jumbo sits atop the ride, which can accommodate two youngsters at once. Ride dimensions are 68" x 26" x 68". Sound effects and lighting add to total package.

Mean Machine
Coastal
There's a telescopic handle in the base of the machine. The volume control for sound effects is located behind the large, secure cash box. The ride is constructed of self-colored fiberglass. Like other Coastal rides, it is manufactured by England's Whittaker Bros.

Mini Train
Coastal
One of three rides designed especially for locations with limited space. This one is done in a purple, metal-fleck paint job. Dimensions are 38" x 18" x 41". Other "minis" include the Mini Dragon and Mini Fire Truck.

Noah's Ark
Coastal
The company's most colorful model, this kiddie ride brings the famous Biblical tale to life. It sways back and forth and features such animals as a hippopotamus, elephant, dog, cat, pig, and squirrel.

Old Woman's Shoe
Coastal
This ride gets its theme from the fairy tale pages. It features attractive lighting and sounds. Dimensions are 48" x 23" x 65." Attractive lights and sounds complete the package.

Kiddie Rides

Submarine
Coastal
Look for simulated speech and special lighting effects that reproduce the excitement of a real underwater adventure. Features include three push buttons on the control panel for spoken phrases; telescopic front handle; and flashing lights.

Old Toby Tug
Coastal
A new addition to the Whittaker line, Toby is a black vessel with red, yellow, and blue trim. Waves appear at the bottom of the tug. A flashing light atop the vessel and sound effects duplicate harbor noises.

Turbo Porsche
Coastal
This ride features front and rear flashing lights; authentic Porsche colors in a Le Mans-style racing car; engine and horn sound effects; rear castors; and a telescopic handle at the front.

Two-seater Dragon
Coastal
Two children can ride simultaneously in this new entry from Whittaker. Features include two steering wheels, state-of-the-art interchangeable control box for easy maintenance, and secure locking cashbox and control box.

Welephant
Coastal
This fire engine ride uses an elephant character to promote fire safety. During the ride the authentic "Welephant" signature tune plays. A fire engine siren and bell push buttons can be pressed by the rider. There are rear castors and a telescopic front handle.

Dinosaur Jr.
Daemco FunRiders
This prehistoric ride features red fire lights and blue horn lights, an all-metal fabricated frame fitted with castors, and a belt-driven base mechanism for quiet operation.

Four-horse Carousel
Daemco FunRiders
A unique four-horse carousel with a lighting and sound package that make it a real stand-out. The ride measures 48" in diameter.

Grand Prix
Daemco FunRiders
A flashy red sports car with open top, sound, and lights. Features include an all-metal fabricated frame fitted with castors, standard voltages for any country, belt-driven base mechanism, and bronze oil-lite bearings throughout.

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Weight: 325 lbs

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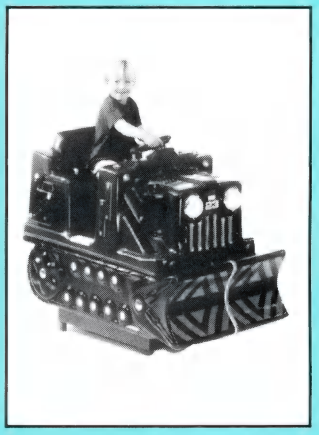
Kiddie Rides

Jeep
Daemco FunRiders
The newest land vehicle in the company's line, it features attractive lights, sound effects, and real tires. The ride is a solid, compact design with all Daemco standard features. Dimensions are 24'' x 40''.

Lawn Tractor
Daemco FunRiders
This authentic-looking unit has flashing lights, sound, and rubber tires. Features include all-metal fabricated frame fitted with castors, belt-driven base mechanism, reliable timer and electronic sound units, and different coinbox configurations.

Ranger Pony Jr.
Daemco FunRiders
Kids will feel like the Lone Ranger on this pony, aided by the famous theme music from the TV series. It includes standard Daemco ride features. All characters in the Jr. series are interchangeable and available in a wide range of colors.

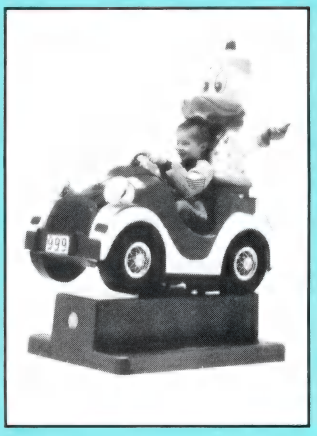


Dozer
Elektro-Mobiltechnik
Steering wheel and joystick controls are provided in this ride that rocks forward and backward. Features include horn, motor sounds, and flashing lights. The coin rejector and cashbox are located on the top of the ride. It is made in Germany.

Funny Plane
Elektro-Mobiltechnik
A space-saving ride that moves forward and backward. A choice of colorful tops is available, including animal figures. All models are equipped with horn, flashing lights, sound, and music (depending on the model).

Miss Piggy
Elektro-Mobiltechnik
A swinging kiddie ride that rocks up and down to musical tunes. The see-saw design gives children a happy feeling of rocking along with a friend. Colorful flashing lights draw interest to the blue and silver ride and the animal figure.

Super Copter
Elektro-Mobiltechnik
The impression of real flight is quickly conveyed in this ride with electronically and mechanically controlled up-and-down movements. Complete with flashing lights, realistic aircraft sounds, and tower control and voice transmissions.



Bully Car
Falgas USA
A colorful kiddie ride available with a choice of several animal figures riding in the back: duck, bear, or rabbit. The ride is red and white with oversized headlights and a front license plate.

ROBO-BOP

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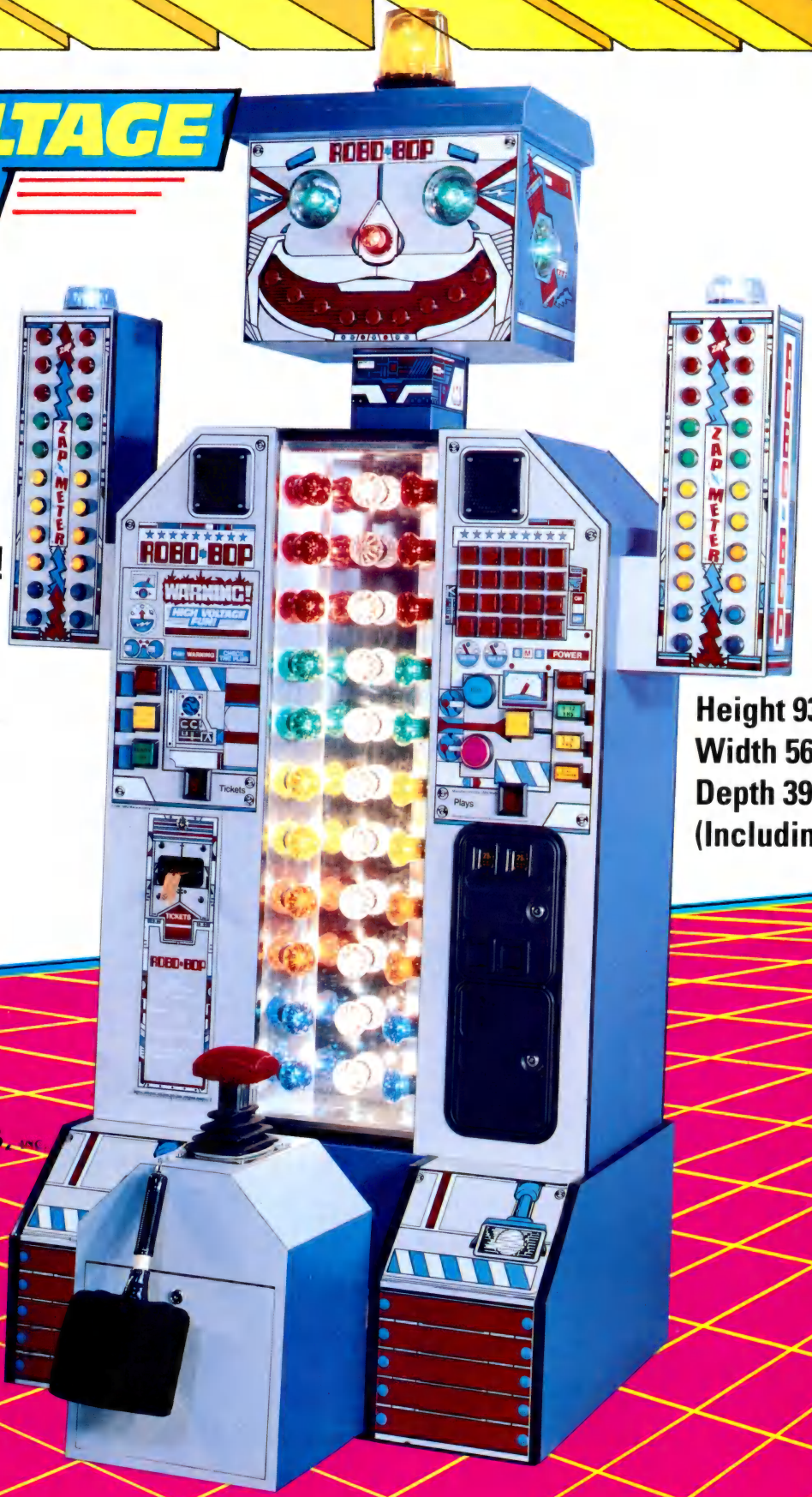

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Kiddie Rides

Ferrari
Falgas USA
Everyone is familiar with this famous Italian race car. Here it features steering wheel, spoiler, four exhaust pipes in the rear, and a collection of racing decals from around the world.

Oldtimer
Falgas USA
An early horseless carriage. Features include a tubular chassis, metallic paint, horn, adjustable timer, and integrated electronic system. The car's body is red with black top.

Pantera
Falgas USA
A racer with an anti-corrosion tubular chassis, noiseless ball bearings, metallic paint, and authentic sounds (horn and screeching tires). The ride is bright red with a black spoiler on the back and a host of decals.

Porsche
Falgas USA
Formula 1 racers offer low-slung seating like this realistic ride with exhaust pipes, red and white metallic paint job, wire wheel covers, and padded seat. It includes all the standard Falgas features.

Robot
Falgas USA
One huge robot that can accommodate two youngsters as it moves forward and backward on a sturdy platform. Special sound effects and a dazzle of flashing lights are sure to attract children.

Santa Fe Express
Falgas USA
Return to the Old West in this authentic-looking locomotive in black and red on a bright blue base. Careful detailing duplicates the look and feel of engines from the late 1800s.

Sputnik
Falgas USA
Young riders can roar into the galaxy in this multi-colored spaceship, complete with flashing lights and padded seat. The rear view of this ride closely resembles the look of real jet-powered spacecraft.

Eighteen Wheeler
Kiddie Amusements (Dudley's)
Individually molded tires add realism to this ride, which seats two children. It fits on a universal base, has high-security coinbox and post, and heat-treated strips for construction. Replacement parts are universal American-made.

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4x4 Patrol Car

Kiddie Rides

Hellcopter
Kiddie Amusements
(Dudley's)
This newly designed helicopter is lightweight, durable, and weatherproof. The mechanics and music are solid-state. It seats two and fits on a universal base. The ride pictured is yellow and black.

Hydro Boat
Kiddie Amusements
(Dudley's)
This new speedboat will be a favorite of all water-loving children. It has the same solid-state sound and mechanics and high-security features as all Dudley rides. It is available in eye-catching yellow, blue, or red.

Kiddie Car
Kiddie Amusements
(Dudley's)
This car kiddie ride, ever popular among young drivers, features a sleek design. As with other Dudley rides, it fits on a universal base and has a high-security coinbox and post.

Kiddie Karousel
Kiddie Amusements
(Dudley's)
A 42", three-horse ride with an all new look and increased safety. It still features the high-security coinbox and post, solid-state sound and mechanics, and is available in several combinations of primary colors or custom pastel shades.

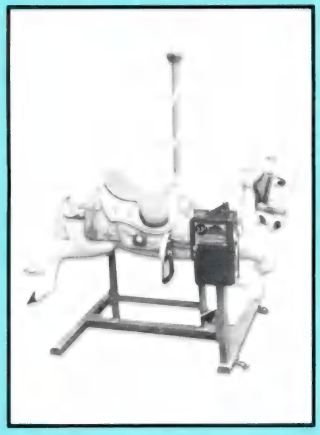
Space Saver Corvette
Kiddie Amusements
This sporty, low-profile Vette will catch any child's attention. It is designed for safety and tight spaces measuring 21" x 44". Although the size is trimmed down, the quality of design, solid-state sound and mechanics, and high-security are not.

Space Saver 2x4
Kiddie Amusements
(Dudley's)
This newly designed small ride will offers solid-state sound and mechanics, heat-treated steel strips on the coin post, and American-made replacement parts. Yet the scaled-down size (26" x 44") saves money as well as space.

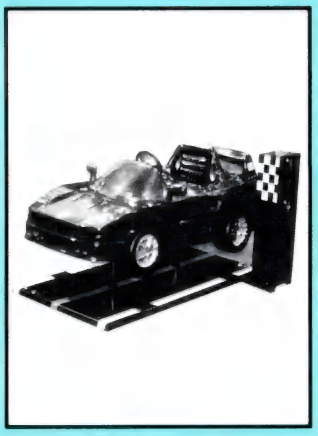
4x4 Big Foot
Kiddie Amusements
(Dudley's)
This classic truck has been redesigned. There are lights, sound effects, and a standard, state-of-the-art security box with double coin mechs. The ride seats two children and can be ordered in red or blue. A Biplane ride is also available.

Classic Carousel
Kiddie's Mfg./
Just Kiddie Rides
Three children can enjoy a ride at the same time on this pastel-colored traditional ride. The canopy top and solid base are elaborately decorated.

Kiddie Rides



Classic Carousel Horse
Kiddie's Mfg./
Just Kiddie Rides
A single horse kiddie ride that's reminiscent of the earliest carousels. The white steed has a tan saddle trimmed in pale blue, pink, and green.



Ferrari Race Car
Kiddie's Mfg./
Just Kiddie Rides
Potential young drivers will be attracted to this gleaming red sports car with black padded seat and fancy wheel covers. The base is black with stripes; the coin box has the look of a checkered flag.

Fun Train
Kiddie's Mfg./
Just Kiddie Rides
A smiling locomotive that looks like Tootle the train from children's storybooks. This one is red with black trim and even has a cloud of smoke coming from the top.

Fun Van
Kiddie's Mfg./
Just Kiddie Rides
Everywhere you look today you see mini-vans. Now children can sit behind the wheel of one that's just their size. It comes in light blue with red trim on the back.

Helicopter
Kiddie's Mfg./
Just Kiddie Rides
This chopper ride features head and tail lights, along with solid-state integrated sound. It can be converted to the following options: Cobra, Desert Shield, and Police. Other possible colors are red and blue.

Islander Jeep
Kiddie's Mfg./
Just Kiddie Rides
This two-seater ride features solid-state integrated sound and head and tail lights. It comes in a light yellow color with oversized tires for just the right effect.

Mall Klosk
Kiddie's Mfg./
Just Kiddie Rides
This centerpiece features a canopy top that's done in fancy detail and pastel colors of aqua. pink, and gold. Four posts support the canopy; the baseplate can accommodate four different rides and a changemaker at the center.

Space Robot
Kiddie's Mfg./
Just Kiddie Rides
This friendly looking fellow has his own special charm. He talks to children as they go by and is an attention- getting unit to have in any locations. It can be programmed to deliver many different messages.

Kiddie Rides

F-14 Tomcat
Kiddie's Mfg./
Just Kiddie Rides

An aerial combat plane ride with a design to match the real thing. Young pilots can hop in this red, white, and blue jet fighter and try their hands at the controls.

Cobra Army Tank
Kiddie Rides USA

This ride has all the detailing of a real military tank, including a swiveling top section with mounted cannon, machine guns in front, and realistic sound effects and lights.

Crocodile
Kiddie Rides USA

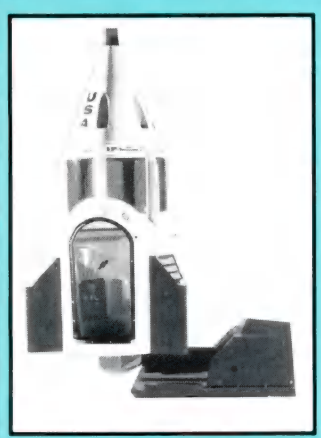
A friendly crocodile is ready to give youngsters a rockin' good time when they take a ride on his back. The animal figure is green, the base is bright red.

Ferrari
Kiddie Rides USA

A brand new ride that's sure to capture attention with its gleaming red body and fancy wheels. A spoiler on the back completes the sporty look.

18-Wheeler
Kiddie Rides USA

Get ready to go truckin' in an 18-wheeler replica that holds two children. The white truck's cab has a yellow seat; trim is red and yellow.

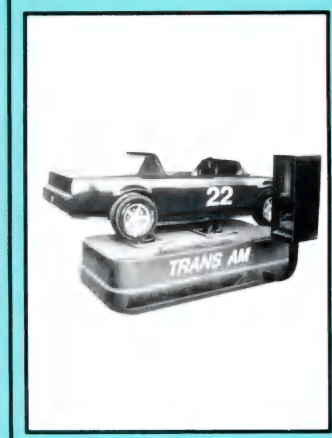


Space Shuttle
Kiddie Rides USA

This is a hydraulic ride with rotation—a real step into the world of outer space. The coloring is all-American red, white, and blue. It stands 6'8" long, 4' wide, and 9'9" high.

Elephant Mini
Kiddie World

This newly designed mini-ride is great for places where space is at a minimum. It has all the same features of the regular size rides, only on a smaller scale. It is available in all colors; dimensions are 24" x 34".



Trans-Am Car
Kiddie World

A ride designed for all ages, it has an aerodynamic look, stripe detailing, and buttons on the dashboard. Order in a variety of colors; dimensions are 28" x 60".

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Kiddie Rides

Search & Rescue Hellcopter
Kiddie World

One of the company's best-selling rides, it has the look and feel of a real helicopter. Features include optional lights, buttons, and gear shifter. Order in several colors; dimensions are 28" x 60".

Mini-Quad Runner
Kiddie World

Four big tires support this red and black ride that sounds like a real quad racer. It is available in many colors; dimensions are 21" x 34".

Merry-Go-Round
Kiddie World

A two character merry-go-round with a canopy top and solid base. Two children can enjoy the ride simultaneously; it is suitable for both indoor and outdoor locations. Order in a choice of colors. It measures 36" around.

Carousel
Miracle Recreation

A musical, miniature merry-go-round that's built for use inside or outside. It's constructed of sturdy fiberglass and steel. There are computer-generated calliope tunes to attract children. The ride comes in red, white, and yellow.

Race Car
Rainbow

A red racer with all the detailing found on the real thing. Features include maintenance-free electronic sound and sturdy construction. Dimensions are 49" x 31-1/2" x 37".

Rabbit
Rainbow

A cuddly rabbit, holding his carrot, is ready to take youngsters for a ride. All Rainbow rides have back-and-forth and up-and-down movement.

Sea Lion
Rainbow

One of a series of 16 interchangeable kiddie rides with UL-approved motors, belt-driven movement, and fiberglass bodies. Other choices include an airplane, speed boat, pony, kangaroo, pelican, donkey, dolphin, and fantasy horses.

Unicorn
Rainbow

The legendary creature that captures everyone's imagination. It has all the standard features of Rainbow rides; dimensions are 34" x 30" x 53".

Kiddie Rides

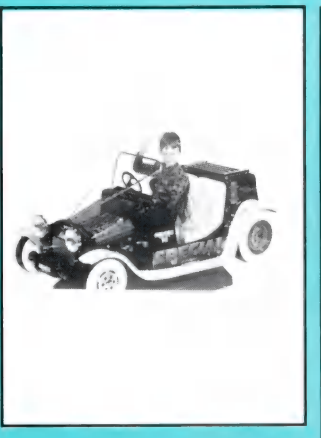
NO PHOTO AVAILABLE

Turtle Ride
Robinson Kiddie Rides

The Teenage Mutant Ninja Turtle character of Raphael is at the back of a jeep that holds two children comfortably. The Jeep can be ordered in a choice of colors. The ride is gearbox-driven and made of molded fiberglass.

Jet Rider
Sega

Features include cockpit styling, 14" color monitor, voice, and sound effects. The ride sways from right to left and provides realistic simulation for junior aviators. Among the controls are a steering wheel, lever, and buttons.



Custom Car
Standard Kiddie Rides

Standard distributes rides manufactured by England's Amutec Kiddie Rides. This two-seater ride incorporates a rocking motion and sound. It's black with white running boards, headlights, and a double steering wheel.

Robot
Standard Kiddie Rides

Children sit inside this talking robot, which rotates in a quarter circle. The unit is white with red eyes, black arms, and a blue "chest."

Train
Standard Kiddie Rides

This red, black, and white replica of a steam train features flashing lights and engine sounds. The ride—along with all Amutec models—features an all-metal fabricated frame fitted with castors, a fiberglass cabinet with high-gloss finish, a large cashbox, and a top-quality gearbox.

Bat Hellcopter
Theisen Vending

Holy bat wings! A black and yellow helicopter just asking for a rider. All Theisen rides have a sound system, solid-state coin mechs, adjustable time, and one-year warranty. Also available in camouflage colors and others on request.

Carnival Carousel
Theisen Vending

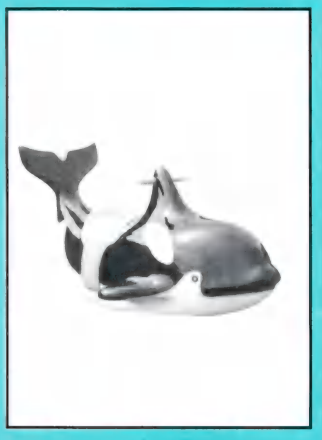
A colorful carousel that can accommodate three young riders. It comes in pastel colors with a canopy top and has tree ponies on board. Appropriate for interior or exterior use.

Happy Clown Car
Theisen Vending

A perfect kid-size vehicle with a smiling face and soft colors of blue, white, yellow, and pink. As with all Theisen rides, they are made in the continental USA and have the same standard features.

Kiddie Rides

Happy Elephant
Theisen Vending
A smiling elephant that looks like he's straight from a circus animal act. The figure is interchangeable with other Theisen figures and utilizes the same base. Ride time is adjustable from 60-90 seconds.



Namu the Whale
Theisen Vending
Visitors to water parks across the country will recognize this performing whale figure. He's equipped with a saddle just right for young aquanauts.

Police Patrol Helicopter
Theisen Vending
Choose this blue and white chopper or order other colors on request. Young pilots will take quickly to the joystick controller. Ride time is adjustable, coin mechs are solid-state.

Super Sport Motorcycle
Theisen Vending
Who can resist a red motorcycle poised for a quick takeoff? Young riders will enjoy the motion and the sound effects; operators will like the one-year warranty.

JUST FOR KICKS!

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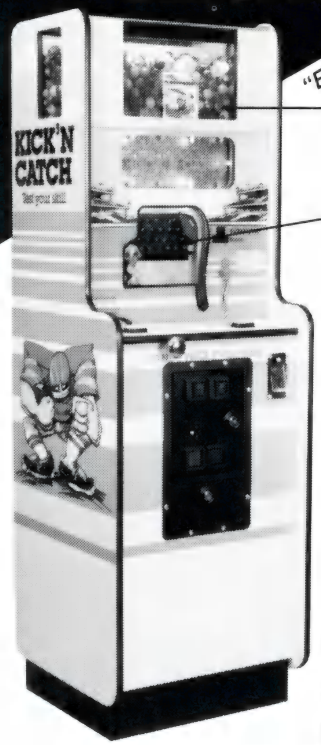

- Vends prize of candy, gumball, rubber superballs or toy capsules
- Catch the bouncing balls as they fall through the pins - (very tricky)

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- flashing lights

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Little Train
Zamperla
Youngsters can take a turn as chief railroad engineer on this mechanical ride. It looks like Tootle, the storybook engine that learned to stay on the tracks.

Red Baron
Zamperla
Snoopy's nemesis, the Red Baron, piloted a plane just like this one. A hydraulic lift ride of molded fiberglass, with sound and lights. Also available is *Sharp Eagle*, a black and gold hydraulic ride reminiscent of a jet fighter.

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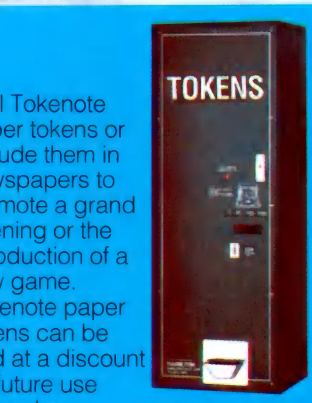
Model CHC-T

INTRODUCING...
a brand new way to promote your game room. Using any new Hamilton bulk loading change machine you can develop new customers in a unique way. What makes these machines unique is the ability to accept a coupon and credit the customer for a purchase. These new coupons are called "TOKENOTE" paper tokens.

DEVELOPING CUSTOMERS
Tokenote paper tokens can be used to develop new customers in several ways.

1. Paper tokens can be given away by other merchants in your area to help promote both businesses. Other merchants will be able to offer the paper tokens as a gift to their customers. These notes can be printed with advertising from both businesses. Once the customer becomes involved with a game he will want to continue playing. These businesses can be restaurants, theaters, clothing, shoe, or department stores. A mall area is an ideal location to work with other merchants.
2. Mail Tokenote paper tokens or include them in newspapers to promote a grand opening or the introduction of a new game.
3. Tokenote paper tokens can be sold at a discount for future use to regular customers.
4. Offer Tokenote paper tokens to schools or other charities to auction or sell in order to raise money for their organization.
5. Last of all Tokenote paper tokens can be used as a credit system. Mark your paper tokens with a customers specific account number. Give them notes to use and at the end of each month return the notes with a bill for each note you received.



Model VC-2

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HAMILTON

Cranes and Rotaries

Snack Attacker
Advanced Games

An old fashioned digger with solid-state modular electronics, adjustable volume control of five tones and sounds, coin counter, all-steel claw mechanism, and front loading of product. Dimensions are 24" x 24" x 66".

Big Choice
Betson Enterprises

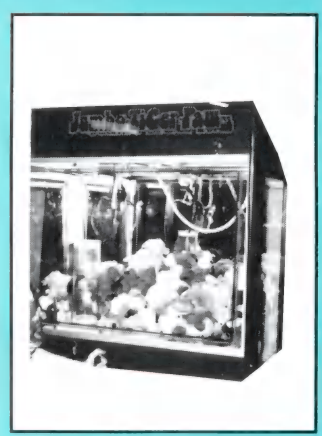
Features include adjustable claw size and prize value, walnut or red formica cabinet, reliable Belgium mechanism, separate locked cash box, optional coin counter meter and bill acceptor; available in single, double, or triple versions.

Top Choice
Betson Enterprises

A jumbo single upright crane with oversized adjustable claw, button or joystick controls, optional $1/$5 bill acceptor, prize counter, dual coin mechs, and extra large prize-viewing area and door to accommodate larger prizes.

Tiger Paw
Drews Industries

Single crane with multi-sensory devices for security, tilt, and chute. Features: operator-selectable play settings, separate locking cash box and prize storage compartment, coin-in and prize-out meters, hinged front door, joystick or button control, and locking caster wheels.



Jumbo Tiger Paw
Drews Industries

A new crane designed for jumbo-size prizes. It has all the same features as the single *Tiger Paw*, including operator-selectable play settings, coin-in meter and prize-out meter, hinged front door, locking caster wheels, and more.

Toy Box Jumbo Crane
Dynasty Entertainment

Choose from two models: Jr. Jumbo (30" x 36" x 77") and Regular Jumbo (30" x 42" x 77"). Features include PC board with time and credit LED, 1/4" tempered glass, universal motors and switches, and adjustable claw, time, and pricing.

Animal House Toy Vendor
GaMCO

A winner is guaranteed every time with this upright crane. Features: illuminated rotating carousel of prizes and modular electronics. Game play is priced at either $1 or $2 per play; players keep playing until they win a prize. A bill acceptor is standard.

Crown Jewels 30-Cup
GaMCO

A two-player rotary with joystick control, space-saving design, shake and tilt alarm, high visual impact viewing area, plexiglas window for safety, adjustable pricing and timer, modular electronics, extra large coin box, self-stocking, 30-cup reserve model.

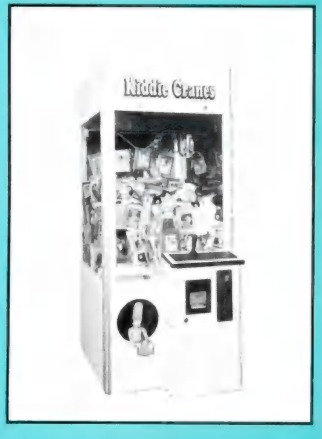
Cranes and Rotaries

Crown Jewels 80/90-Cup
GaMCO
Rotary merchandiser with 80/90-cup reserve, self-loading by gravity. Other features: two-player action, joystick control, directional control of sweep arms, automatic security gates, adjustable pricing and timing, $1/$5 bill acceptor available.

Custom Crane
GaMCO
Single upright crane with adjustable timer and coinage, joystick control standard, rotating playfield that moves toys within the unit and eliminates dead corners, interchangeable marquees available for seasonal emphasis, and formica-covered cabinet.

Music Machine
GaMCO
A new rotary that dispenses cassette tapes, housed in a cabinet with many of the same features as the *Crown Jewels*. A special spring mechanism gives greater control of the tapes and the unit automatically puts a new cassette on the mirrored playfield after one leaves the prize chute.

Jumbo Skill Crane
Grayhound Electronics
Features include jumbo adjustable six-inch claw, plexiglas side viewing area and tempered glass front, dual coin mechs, locking caster wheels, button or joystick control, and LED readout for coins and seconds. Options: sports card dispenser, ticket dispenser, bill acceptor.



Kiddie Crane
Grayhound Electronics
A smaller cabinet design is just right for youngsters. Features include chaser lights, one-piece front glass, joystick or button controls, and bill acceptor. Order in black or white. Options: ticket dispenser or sports card dispenser. Dimensions: 63-1/2" x 25-1/2" x 36-1/2".

Tough Guy Crane
Grayhound Electronics
Features include all-metal cabinet construction, bill acceptor, rolling/locking wheels, joystick or button controls, and unbreakable viewing glass. Game play options range from 25 cents to $1. Dimensions: 78" x 24-1/2" x 34-1/4".

Kramer Krane 2000
Kramer
A single crane with coin-in and prize-out meters, operator-adjustable claw, plexiglass panels, joystick or button controls, seven complete dip switch changeable play modes, double locking front prize door, separate locking cashbox and storage, and back access for service.

Super Skill Dozer II
Kramer
New design dozer with rotating turntable and revolving pusher. Players drive a dozer and push prizes onto the turntable. The game is completely operator-adjustable for difficulty levels. Dimensions: 42" x 42".

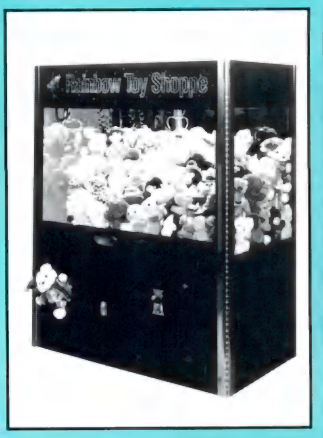
Cranes and Rotaries

Standard Jumbo Crane
Maxima

Features include programmable microprocessing electronics; claw adjustment; and one-piece, easy-open door for storage and service access. Width is 36". Options: bill acceptor, flash package, trading card or ticket dispensers. Choose from three other sizes: 28" , 42" , or 52" wide.

Mini-Jumbo Cocktail
Maxima

A cocktail-size crane that's 42" tall and 28" wide. All the same features and options as the upright, including dual pin locking system for extra high security and three sides of 1/4" tempered safety glass.



Rainbow Toy Shoppe
Rainbow Cranes

An upscale crane with modular microprocessor electronics, self-diagnostics, tangle-resistant claw design, tempered and scratch-resistant safety glass, and tamper-resistant single door design. Choose from two models: 42" wide or 60" wide.

Clean Sweep Single/
Super Single
Smart Industries

New cabinet design with gold aluminum trim and tamper-resistant, stainless steel double prize door system, three skill game options, steel frame, and dual coin mechs. Options: $1/$5 bill acceptor with stacker. Single—26-1/2" wide x 34-1/2" deep x 81" high; Super — 34-1/2" wide x 32-1/2" deep x 81" high.

Clean Sweep Double
Smart Industries

Features simultaneous play for two with the same features and options as the single cranes, including the credit/timer readout, joystick control, game bonus, and timer. Options: tilt alarm, prize counter, and winner light. Dimensions: 48-1/2" wide x 32-1/2" deep x 81" high.

Clean Sweep
Double ½ and ½
Smart Industries

A double-duty crane with regular size claw on the left and jumbo on the right; both are fully adjustable. All features and options are the same as other Clean Sweep models, including the optional bill acceptor with stacker and ticket dispenser. Dimensions: 57" wide x 32-1/2" deep x 81" high.

Clean Sweep Triple
Smart Industries

This unit comes with all the same features and options of the double model, but designed for three players. Included are dual coin mechs, solid-steel frame and credit/timer readout. Options: sound system and winner light. Dimensions: 71" wide x 32-1/2" deep x 81" high.

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Cranes and Rotaries

Clean Sweep Jumbo Jr.
Smart Industries

Along with the same features and options as other Clean Sweep models, this crane has a dropped playfield depth with increased side viewing area. A $1/$5 bill acceptor with stacker is standard. Dimensions: 34-1/4" wide, 32-1/2" deep, and 81" high.

Clean Sweep Jumbo 42"
Smart Industries

The same features and options as the Jumbo Jr. 34" unit, including the new cabinet design of the '90s for all Clean Sweep models. Both Jumbo models have credit/timer LED readouts to accommodate the large set of claws. Dimensions: 42" wide x 32-1/2" deep x 81" high.

Clean Sweep Classic Jumbo Single
Smart Industries

Immense viewing area achieved by extra-low playfield and larger window display. Standard are high-tech Halogen trac lighting, "motion" sound system, $1/$5 bill acceptor with stacker, credit/timer LED readout, and adjustable claws. Dimensions: 35-1/2" wide x 41" deep x 77-1/2" high.

Clean Sweep Classic Jumbo Double
Smart Industries

The same features and options as the single are here, including gold trim cabinets, side rope lights, joystick control, and three skill game options. Dimensions: 70" wide x 41" deep x 77-1/2" high. The console box on both Classic models can be removed for access through doorways.

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Jackpot Four-Player
Smart Industries

A one- to four-player rotary with automatic prize-loading system in the center of a mirrored playfield. It features a double coin mech with separate locked cashbox, "action" sound system, tilt alarm, and rotation timer. Dimensions: 45-1/2" wide x 57-1/2" high with dome.

Jackpot One-Player
Smart Industries

A one-player version of the four-player with automatic prize loading system located behind a rotating mirrored playfield, double coin mechs with separate locked cashbox, and two rotating carousels. Options: bill acceptor with stacker and ticket dispenser. Dimensions: 30" wide x 40" deep x 70" high.

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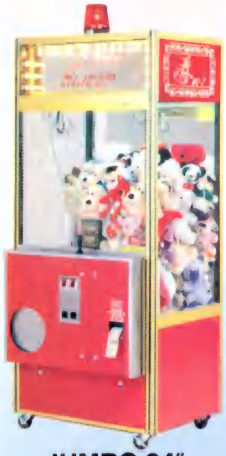

JUMBO 34″

JUMBO 42″

SINGLE

DOUBLE

CLASSIC JUMBO

CLEAN SWEEP CRANES

SINGLE

SUPER SINGLE

DOUBLE
1/2 AND 1/2

TRIPLE

10 FOOT

13 FOOT

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1 AND 4 PLAYER

JACKPOT ROTARY
4 PLAYER

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Cranes, Alley Bowlers

Star Skill Crane
Star Mfg.
A single upright crane with joystick control, large capacity prize area, fully adjustable claw, microprocessor game boards, sound system and attract mode, tilt alarm, and credit/timer display. Options: dollar bill acceptor and/or ticket dispenser.

Bowlingo
Capcom
Coin-op bowling lanes with fully automatic 10-pin installation. Games can be ordered in lane lengths starting at 20' and going up; minimum order is two lanes; balls are 4-1/2" in diameter.

Fab-U-Ball
F.A.B. Electronics
An alley bowler with a two-piece cabinet of solid core plywood in 6-, 10-, and 13-foot models. Look for solid-state electronics, infrared ticket dispenser, solenoid ball release, coin mech sensors, and a multiple sound system of 30-plus tunes.

Super Bowl
Imagination Leisure
A big ball coin-op bowling game that comes with lanes 14' long, expandable in increments of 4' up to a maximum of 26' in length. Balls are 4-1/2" in diameter and pins operate on an automatic reset mechanism.

Skee-Ball
Skee-Ball
The classic alley bowler with cabinet constructed of plywood and laminated hardwood. Features include flashing lights, sound, digital scoring, special netting to contain the balls, coin mechanism adaptable to coins/tokens, and steel coinbox. Available in both 10- and 13-foot models.

Mini Skee-Ball
Skee-Ball
An alley bowler designed especially for children, it's a 6' 3" version of the original game. Features include pastel colors, nursery rhyme music, digital scoring, steel coinbox, and graphics panel with nursery rhyme characters.

Smartball Skill Alley Four-player
Smart Industries
Four-player interaction with the same features as the one-player model, including multi-coin acceptance, coin counter meter, separate locked cashbox, and LED readouts. Order 10- or 13' models. Options: bubble winner light and 100-point bonus pockets. Dimensions: 29-1/2" wide x 79" high.

Smartball Skill Alley One-player
Smart Industries
Choose 10- or 13-foot lengths in a skill alley with microprocessor game boards, "action" sound system, right hand channel cover, and adjustable ticket dispenser and counter. Coin mechs standard; $1/$5 bill acceptor with stacker optional. Dimensions: 29-1/2" wide x 79" high.

Shuffle Alley, Roll Downs

Strike Master
Williams Electronics

A new shuffle alley with a dot matrix display offering visual prompts and entertaining effects. Included are multi-games: Triple Strike, Regulation, Strike 90, and Flash. The total game high score can reach 98,000 points. Also available: optional ticket dispenser and a mini-version of the game.

Rolldown
Bay Tek

The original under/over roll down in this line has been completely redesigned, featuring all-new electronics and themed sound effects with attract mode and graphics. Standard are ticket dispenser, counters, winning score signs, choice coin mech, and cleaning kit. It is operator programmable for winning scores, tickets, and coins.

Clown Rolldown
Bay Tek

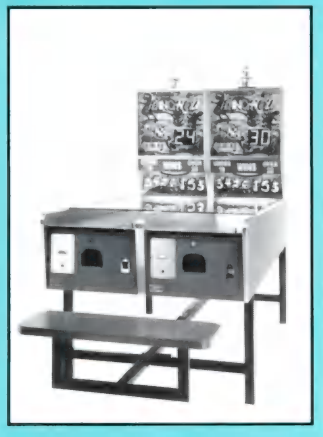
Clowns, balloons, and hearts cover the graphics of this "best seller." A computer-controlled digital display system signals low tickets and ball shortage to minimize downtime. The front hinged door system means easy access. Options: attached stool, attract lights, low ball dispenser.

Fielder's Choice
Bay Tek

Try for a grand slam—roll six balls to get a high score only; now available with optional baseball card dispenser. Identical features as all Bay Tek roll downs. New are the bonus jackpot program and "walk away a winner." Dimensions for all three roll downs: 69" high free standing x 22-1/4" wide x 72" long.

Poker Roll
Coastal

A combination of a roll down and a video poker game with a 21-inch flat screen, Wells-Gardner color monitor. An XY grid mechanism accurately evaluates cards. Players roll five rubber balls, then selectively discard unwanted balls and roll again to improve their hand.



Dino Roll
Seidel

Delightful dinosaurs decorate this roll down done in a bright purple color. It has all the same features as *Quackers*, including multiple coin play, new score panel graphics, and many operator-programmable features.

Lite-A-Line
Seidel

A new version of the classic game *Lite-A-Line/Bing-O-Reno*, now with multiple coin play. Players receive multiple tickets based on the number of coins in play. There are clear digital sound during the game and attract sounds when idle. Colorful graphics and Sorbet cabinet color adds player appeal.

Quackers
Seidel

The roll down with cartoon character ducks has new score panel graphics and multiple coin play. Players can deposit up to four coins per game, multiplying winnings by two , three, four, or even five times. Retrofit kits are available for Seidel games purchased prior to the new features.

Coin Pushers

Clown Around
Betson
A Crompton game with a unique coin chute that allows for rapid fire of up to six coins or tokens in eight seconds. Awards paid out on the five targets are operator-adjustable. After the coin drops, it lands on a pusher playfield, giving a second chance to win.

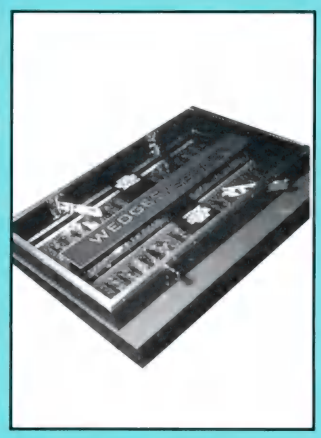
Klondike
Betson
A one-player coin pusher with token or ticket payout and a 10-token bonus feature. The cabinet is bright red, blue, and yellow with gold trim; it is manufactured by Crompton. Dimensions: 26" deep x 31" wide x 63" high.

Rock N' Roll
Betson
A hexagon-shaped coin pusher from Crompton. Features include a bonus slide and cabinet construction of tubular stainless steel. Dimensions: 6' 11" high and 6' across. Also available as a three- or four-player game.

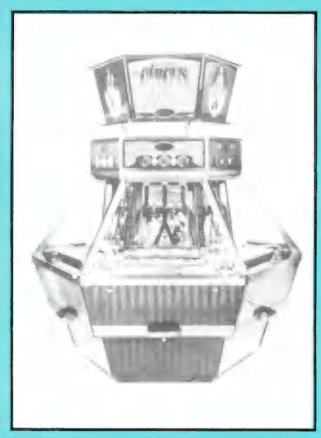
Riviera
Betson
A Crompton coin pusher in three-, four-, and six-player units. Features include a bonus stacker, special token-dispensing model, and synthesized sound effects. The game is bright red, yellow, and blue with splashy overhead display.

Rock N' Roll Single
Betson
A Crompton coin pusher with a classic jukebox theme. Features include more player control, reliable electronics, and solid cabinet design. Dimensions: 26" wide x 31" deep x 63" high.

Variety
Betson
A three-player game that features *Magic Circle*, a cover-the-spot game in the center, and coin pushers on each side. Several players can be happy at one time with the choices available. Dimensions: 86" high x 74" wide x 31" deep.



Wedges/Ledges
Betson
A four-player machine with "no tilt" inner table unit, music playing during ticket dispensing, and operator-adjustable number of tickets dispensed. It is available with both token and quarter chutes. Dimensions: 40" wide x 49-1/2" long x 37" high.



Circus Parade
Coastal
A brightly colored, hexagon-shaped six-player coin pusher with a circus theme and wide viewing area for player appeal. Features include dual self-filling jackpots and full anti-cheat system. An ideal centerpiece available with or without changers.

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Coin Pushers

Jungle Jive
Coastal
A four-player game from Harry Levy, it has a movable skill coin entry, adjustable playfield channels, anti-cheat package, family-oriented graphics, and sound system. Options: ticket or token dispenser, out-of-bounds area, and "ticket every time."

Mardi Gras
Coastal
The newest Harry Levy four-sided centerpiece, available as either ticket- or token-dispensing. Features include three bonus slides (left, right, center), tilt alarm, and anti-cheat package. It is fully metered and has a musical attract mode and lighting.

Merlin's Magic
Coastal
A three- or six-player coin pusher designed around the theme of Merlin the Magician. Features include wide playfield design, attractive graphics, and token-dispensing ability. It is available with or without changers.

Pirate Treasure
Coastal
A pirate-themed coin pusher in two- or four-player unit. Features include running lights, clever use of mirrored perspex for visual impact, sound effects, adjustable volume, and bonus feature. Also available: *Old West Rick Wheel* and *Buccaneer*.

Riverboat
Coastal
A one-player coin pusher designed by Harry Levy. Features include full anti-cheat system, token-dispensing, playfield with maximum coin display, and wide front and side panels. The game is housed in a bright red and blue cabinet with a vintage riverboat scene.

Showboat
Coastal
The big brother of *Riverboat*, also designed by Harry Levy. Features include a choice of three-, four-, or six-player models with token-dispensing feature, bright marquee, and graphics depicting paddlewheelers of days gone by. It is available with or without changers.

Flamingo
Coin Concepts
A multi-player coin pusher with a Las Vegas-style revolving header. Features include a wide playfield, full anti-cheat system, and coin channeling. It is a four- or six-player hexagon unit with an abundance of flashing lights.

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Coin Pushers, Sports Games

Fairground Attraction
Coin Concepts
An ornately designed three-, four-, or six-player pusher with a wide playfield and two different bonus features. Other features include an anti-cheat alarm system, sliding skill coin chute, and ticket-every-time option. It is fully metered; payout is ticket or token.

Starburst
Coin Concepts
A one-player coin pusher with a unique bonus payout. The playfield and shelf play is typical of most pushers, but it has the ability to dispense a promotional bonus token for a greater prize redemption value or a special bonus gift.

The 2001
GaMCO
A coin pusher with full security and alarm, wood cabinet, sliding coin entry, four-tiered coin drop, dual locks, lighted display, and optional ticket dispenser. The game operates on tokens in/out, quarters in/out, and tickets out (option).

Quicksilver II
GaMCO
An updated version of the original *Quicksilver* coin pusher with jam-free dual hopper system, coin lit bar that deflects coins backwards if the game is vibrated, two rotating paddlewheels, gold coin graphics on the playfield with six bright colors, and improved skill features.

Hoops
Adastra
The original fold-up basketball game. One person can set it up in less than 30 minutes. Features include adjustable length and height, welded steel construction, two-player capability, a built-in light chaser, backboard lighting, and photocell scoring.

Perfect Pitch
Adastra
A new, challenging pitching game that asks players to throw balls at lighted goals on a backdrop. An overhead marquee indicates ball, strike, speed, and score. It comes with side netting and green turf.

SuperStar Golf
Don Ball & Associates
A one- to four-player golf game with no stairs or railings. It features progressive scoring, high score display, course changes, adjustable game speed, free game option, and an illuminated playing area. Options: bill acceptor and ticket dispenser. The unit folds for easy movement; it is manufactured by Xytek.

Jr. All American
Coin Concepts
A basketball game designed specifically for kids, featuring a lower hoop and smaller basketballs. A ticket dispenser comes standard. Operators can set a maximum win level to prevent game abuse.

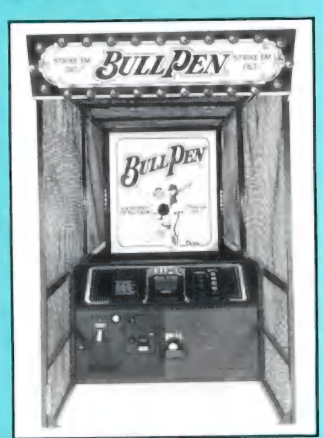
Sports Games

Around the World
Coin Concepts
Five baskets of fun in one 8' cabinet. Players are challenged to sink baskets following a flashing arrow. The first round is regulation play; achieving the mystery score advances to the bonus round. Adjustable elements include time, score, and ticket award.

Bozo Basketball Double Hoop
Design Plus
A double-hoop version of the previously mentioned game. The game length and special features mirror the single-hoop version. Though aimed for pre-schoolers to pre-teens, the game is challenging enough for older folks. Also available: single hoop version.

Quik Shot 4-Player
Design Plus
This basketball game has a galvanized steel frame with three-digit scoring along with a bonus game score. Other features include large LED readouts, a tamper-proof gate mech, and adjustable game time and bonus. The height is adjustable.

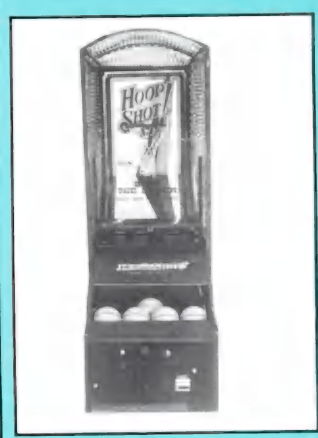
Batter Up
Doyle & Associates
A coin-op baseball batting game for use indoors or outdoors, it comes with light and sound effects. Features include CPU-controlled, softball-size polyballs, optional ticket dispenser and dollar bill acceptor. Dimensions: 22'' deep x 10' wide x 9'2'' high.



BullPen
Doyle & Associates
A baseball pitching game that challenges players' accuracy. The game determines the speed of the pitch by using radar. Scoring is based on balls and strikes thrown. It is operator-programmable with variable dipswitch settings. Dimensions: 19' deep x 5' wide x 6' high.

Dump the Ump
Doyle & Associates
Players use baseballs to knock over umpire figures that appear in three rows on the back of the game. Tickets are dispensed according to which targets get dropped. Dimensions: 8'8'' high x 41'' wide x 10' deep. A smaller version is available for youngsters.

Fast Break
Doyle & Associates
A non-redemption basketball game designed for street operators. It's one foot shorter than *Hoop Shot* in depth and uses any size ball. Other features include digital audio sound, adjustable height, and carpet at the bottom for sound control.



Hoop Shot
Doyle & Associates
Features include top grid panels for safety, lighted backboard, a tamper-proof gate design that adjusts for ball size, and high-impact netting grid panels. The steel frame breaks down into eight major parts. Dimensions: 34'' wide and 9' deep; height is adjustable.

FOR RELIABLE COIN HANDLING EQUIPMENT INSIST ON ASAHI SEIKO

Advanced Technology

More and more manufacturers have turned to Asahi Seiko when faced with the need for technologically advanced coin and bill handling equipment.

Amusement, vending and gaming route operators, along with casino slot departments, have found that it makes sense to retrofit with reliable Asahi Seiko coin handling equipment and hoppers.

Integrity

For over 20 years, Asahi Seiko has served the worldwide needs of a variety of industries that utilize mechanisms that dispense coins, bills or prepaid cards.

Asahi Seiko is dedicated to consistently finding new and innovative ways to respond to the diverse range of industry needs. Not only is Asahi Seiko a leader in the creation of highly reliable mechanisms that are compact in design, provide a speedy response, are tamperproof, but most importantly, have the ability to recognize and handle the myriad shapes and sizes of coins and bills in circulation worldwide.

Reliability

Each Asahi Seiko product is painstakingly checked, one by one, on the production line for quality and craftsmanship. Quality Control then tests each piece for durability. Finally, each product is computer tested prior to shipment. No wonder Asahi Seiko products are rated the best in the industry!

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Not only are Asahi Seiko coin selectors and hoppers in use around the world, but we have manufactured and exported more than 60 different money handling products, ranging from bill validators and bill/card dispensers to coin timers, switches and accessories to over 45 countries worldwide.

Custom Configurations

Have a new design for an amusement machine or gaming device? Call today.

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Sports Games

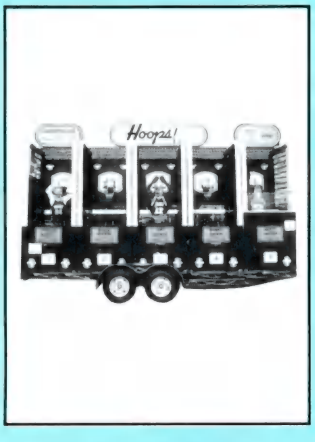
Lil' Hoop Shot
Doyle & Associates
This basketball game has all the reliable features found in *Hoop Shot*, but in a size designed especially for children. A double hoop version of the game is available.

Panda Pitch
Doyle & Associates
A ball-pitching game with special panda graphics that appeal to kids. It's been reduced in size for even greater appeal to children.

Pro Pitch
Doyle & Associates
Players are challenged to throw as many strikes as possible within a set time. The game is constructed of steel, plywood, and formica. It's operator-programmable with optional ticket dispenser and dollar bill acceptor. Dimensions: 10'9" deep and 8'8" high.

Championship Basketball
Grayhound Electronics
This basketball game features music enhancement, spotlight control for dark locations, a high-score display, a free-game point setting, and adjustable playing time. A sports card or ticket dispenser and dollar bill acceptor are optional. Dimensions: 8' high x 8' long x 3' wide.

Wrist Shot
Grayhound Electronics
This hockey-themed game uses a "street" hockey stick and ball. Players try to shoot the ball into one of five holes on the backboard to gain points. A red light randomly shows up above each hole; when players get the puck into that hole they gain bonus points. Dimensions: 7' tall x 40" wide x 9' long; sports card dispenser optional.

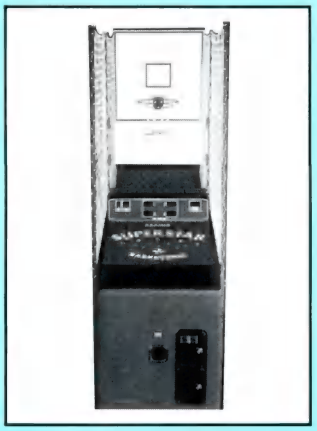


Hoops!
Hoops! USA
Three- and five-hoop trailer models suitable for fairs, festivals, grand openings, sporting events, and more. A portable, self-contained set of basketball games with life-size, arm-waving robotic defenders. At the final hoop players can win big by making the "shot at the buzzer."

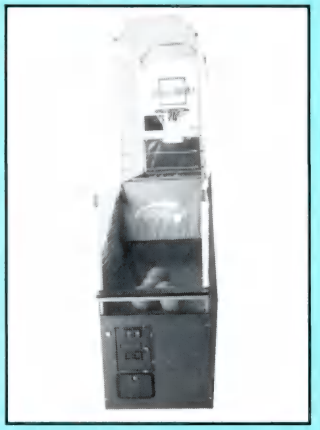
Putting Challenge
ICE
This golf game comes in three modes: a total strokes game that shows average and total putts; a hole-in-one game; and a pick-a-putt practice green that allows players to choose any hole from 18 different configurations. The unit measures 6' by 11'. Ticket dispenser and bill acceptor are optional.

Putt Pro
Jeron
A competitive putting unit that offers Shootout and Sudden Death games for up to four players. Features include a plywood cabinet with metal putting area, quick ball return, operator-adjustable coinage, and scoring for on-line and distance. Options: ticket dispenser and bill acceptor.

Sports Games



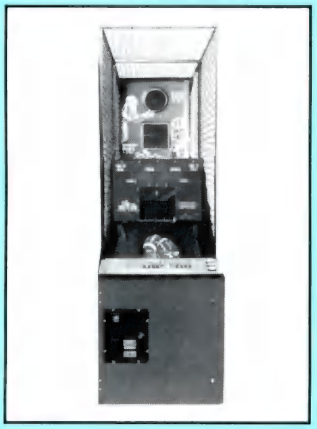
Superstar Basketball
Kramer
A one- to four-player unit with realistic scoreboard, adjustable scoring time and free game point setting, tamper-proof ball release, dual flood lights, sound effects, and reliable electric eye scoring. Options: ticket dispenser and bill acceptor. Dimensions: 8' long x 32" wide x 8' high.



Super Shot
National Sports Games
A lightweight steel frame, sound effects, and a bright scoreboard with solid-state electronics are among the features included in this basketball game. Other features: adjustable height and length, easy installation, and steel rim with nylon net.

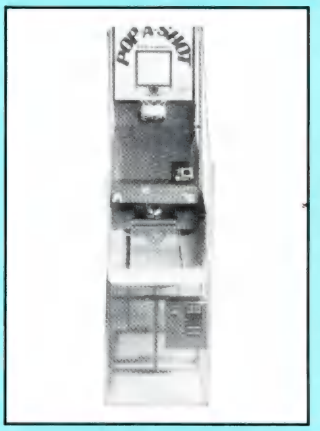
Super Shot Double Hoop
National Sports Games
Two players can compete simultaneously on this game. Features include tri-color scoreboard display, sound effects, 5/8" steel rim basket, all-nylon nets, and pre-wired electronics. Height and length are adjustable. Options: bill acceptor and ticket dispenser.

Pitch Hitter
National Sports Games
One or two players can pitch for hits by throwing balls through holes to earn singles, doubles, triples, and home runs. Base runners advance around a lighted playfield. Price and ticket award is adjustable. A moving message sign instructs and entertains players.



UB-QB Football Challenge
National Sports Games
A one- or two-player game where players act as the team quarterback. Footballs 6-1/2" in diameter are thrown through holes for completions; short yardage is gained using the larger hole, and vice versa. Other features include steel construction, a moving message sign, and adjustable price and time settings.

Thumb-B-Ball
Nevis
Players hold a miniature ball between their thumb and forefinger and shoot it like a dart. The "sweet spot" is one inch above the center of the hoop. Among the electronic features are two- and three-point scoring, a cheering crowd with every score, and adjustable volume control.



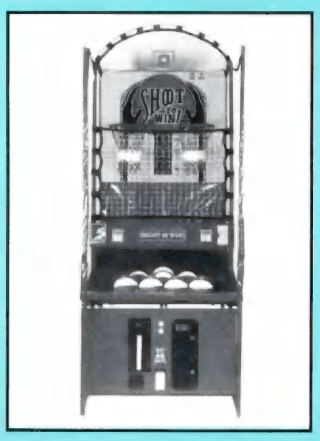
Pop-A-Shot
Pop-A-Shot
This basketball game features steel construction, tamper-proof gate assembly, 12V power system, digital scoreboard and shot clock, automatic ball release, adjustable timer, and a security system. Dimensions: 32" wide and 10' long. Two adjustable models are available.

Speed Shot
Sega
A simple kicking game that uses a light mark to highlight the spot where the ball rests. Press a button to kick the ball toward your opponent's goal. Be quick or your opponent will beat you! Dimensions: 43" high x 71" wide x 45" deep.

Sports Game

Shoot-To-Win Single Hoop
Smart Industries

Features include a photo eye sensor, top net, steel frame, coin mechs, music, adjustable game timer, and high score and number of tickets per basket. Options: bubble winner light, ticket dispenser, CDV-550 card dispenser. Dimensions: 32'' wide and 9' long; height is adjustable from 8' to 9'.



Shoot-To-Win Double Hoop
Smart Industries

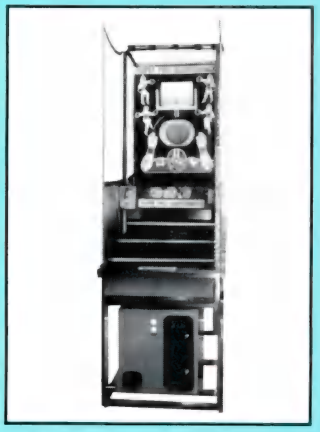
Look for simultaneous game play and scoring at two points per basket; baskets made during the last 10 seconds score three points. All other features and options are the same as the single; both games have 7'' basketballs. Dimensions: 9' long and 48'' wide; height is adjustable from 8' to 9'.

Shoot to Win Jr./Chuckles the Clown Single Hoop
Smart Industries

Features include standard ticket dispenser that awards tickets after a coin is deposited. Look for credit/score digital readout and interactive voice board. Scoring is two points per basket. Options: CDV-550 card dispenser and winner bubble light. Dimensions: 33-1/3'' wide x 72-1/4'' long x 72-3/4'' high.

Shoot to Win Jr./Chuckles the Clown Two Hoop
Smart Industries

This unit has the same features as the single with a top net, an all-steel frame, interactive voice board, catchy musical tune, rope lights, and 7'' basketballs. Options are the same, including card dispenser. Dimensions: 49-1/2'' wide x 72-1/4'' long x 72-3/4'' high.



Super Pro Quarterback
Smart Industries

This one- or two-player football passing game features a moving Lexan target. Players must decide whether to pass for the three-point field goal or the six-point touchdown. There are three skill game options, interactive voice system, adjustable timer, and top net. Dimensions: 33'' wide x 10' deep x 1'5'' high with net.

Super Pro Quarterback Jr.
Smart Industries

Like the adult model, this one features a moving Lexan target and the same scoring action. Also look for a standard ticket dispenser, interactive voice board, adjustable timer and high score, and optional card dispenser. Dimensions: 33-1/2'' wide x 72-1/2'' deep x 72-3/4'' high with top net.

Beat the Pro
Star Mfg.

Tournament play comes to life with dips, breaks, and a different contour on every hole; games are nine or 18 holes. Features include scrolling dot matrix display, adjustable pro score, and three courses: amateur, pro, and mystery. The game automatically vends a Spalding golf ball to the winners.

Master-Shot Champ
Star Mfg.

Features include free game point setting, adjustable playing time, high score display, music enhancement, and optional dollar bill acceptor and/or ticket dispenser. Dimensions: 8' long x 8' high x 3' wide.

Innovators in Redemption

LAZER-TRON *has been providing new and innovative ideas for ticket redemption facilities since 1988. Quality high earning games and great service are our commitment to operators. Our games are built fully adjustable to fill all your redemption needs. Contact Lazer-Tron for game consulting and for the distributor nearest you.*

- Coin catapult basketball game
- Fast, easy to understand
- 100% skill shooter with pusher playfield as a second chance to win
- Exciting double value Bonus Round
- Family oriented graphics and sound package

BANK-IT™ Players win tickets by tossing their coins through the baskets located inside the cabinet. Each coin will then fall onto the pusher playfield where players have a second chance of winning tickets.

- A game for all ages
- Bouncing balls grab players attention
- Great sound and graphics package
- Exciting Bonus Jackpots

HOP-A-TIC-TAC-TOE™ Players bounce balls around the playfield trying to make Tic-Tac-Toes to win tickets. This popular and easy to understand theme make this a game with universal play appeal. A special colored ball enables players to win bonus tickets on certain Tic-Tac-Toes.

- Great Attraction
- Exciting laser gun shooting gallery
- Haunted house theming package included
- 6, 9 and 12 player models available
- Custom themes available

LAZER-TRON HAUNTED HOUSE This exciting shooting gallery will be the center piece of your arcade. Players shoot their laser guns at the ghostly targets that light up along the backwall to score points and win tickets.

- Exciting laser gun race game, with moving space shuttles
- A proven winner!
- Great for family entertainment centers
- 2 player units may be banked together

SHUTTLE LAUNCH™ Players will enjoy the excitement of racing their space shuttles into orbit in this exciting laser race game. Every target the player hits will cause the players shuttle to race up the track. The first player to reach the top of the track is the winner.

LAZER-TRON
Innovators in Redemption

Lazer-Tron
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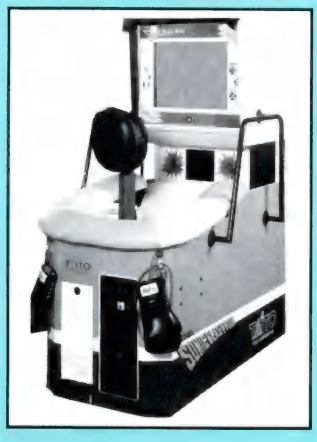
Pleasanton, CA 94588
Phone: (510) 460-0873
Fax: (510) 460-0365

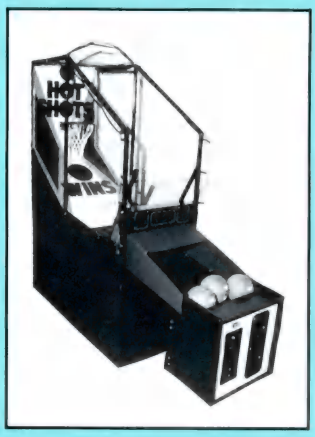
Bank-It was designed and developed by Lazer-Tron.
It is exclusively distributed by Capcom USA.
Hop a Tic-Toe-Toe was designed and developed by Lazer-Tron.
It is exclusively distributed by Data East USA.
Patented & Patents applied for

Sports Games

Double-Shot
Star Mfg.
All the same features from *Master-Shot Champ* are found in this unit, which measures 8' long x 8' high x 4' wide. Options: bill acceptor and/or ticket dispenser.



Sonic Blast Man
Taito
The player selects from a total of five rounds in this punching game, which incorporates a video screen to indicate scoring. He dons a pair of boxing gloves and strikes the punch pad, hoping to defeat the opponent with the three punches allocated.

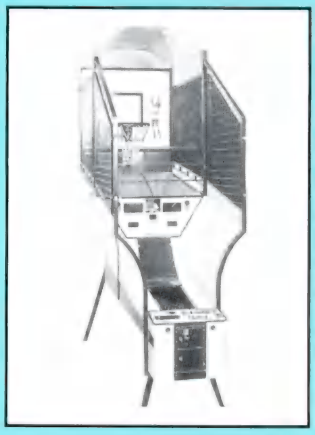


Hot Shot Basketball
Vari-Tech
A high quality basketball game in which the player attempts, within a given time frame, to toss as many baskets into the net to win points. Features include new electronics, display timer, win indicator, digital sound effects, bonus ticket payout, and adjustable score and ticket payout.

Slugfest
Williams
One or two players can step up to the plate; opposing teams have lineups featuring hitters with unique batting statistics, strengths, and weaknesses. Four separate buttons allow pitchers to use a fastball, curve, change-up, or screwball. Options: bill acceptor, ticket dispenser, and baseball card dispenser.

Kiddie Hoop
Zamperla
Has the same features as *Shot Clock Basketball*, but it's made for younger players. Token acceptors and car trailers are available for both games.

Punchball
Zamperla
Coin boxes can be set for one to three punches for 25 or 50 cents. Players select from several models, including the *Superbox* deluxe model with large, fiberglass canopy roof and special light effects. There's also the *75L, 74N,* and *75LR* reconditioned game.



Shot Clock Basketball
Zamperla
A special shot clock allows for up to 25 seconds of extended play. The newly designed chute allows for better ball feeding. A sound system shouts "goal!" with every basket made. Two-player option, LCD screen, and dual scoreboards are included.

Soccer
Zamperla
This game measures kicking strength. It comes complete with running lights and anti-skid selection buttons to determine the level of resistance. The kicks of youngsters and adults are both registered. The cabinet is bright red.

TAITO

A MACHINE DEDICATED TO PEACE

The arrival of SONIC BLASTMAN!

SONIC BLASTMAN™

PLAYER IS ABLE TO SELECT FROM A TOTAL OF FIVE ROUNDS.

Insert a coin and the selection screen appears. Choose one of the five rounds and begin play.

YOU ARE ENTITLED TO THREE PUNCHES FOR EACH INDIVIDUAL GAME.

After the target appears and the punch pad has risen completely, begin straight-punching into the middle of the pad. You are allowed three punches for each game. When the score at the upper right of the screen shows the remaining target resistance is zero, you have knocked out your opponent.

WILL IT BE A HAPPY OR SAD ENDING?

If you succeed in defeating your opponent with three punches, the winner's ending appears. If you do not, the loser's ending appears. The game ends after three punches regardless of the results.

A RECORD IS KEPT OF THE BEST 100 GAME WINNERS.

A record is kept of the 100 best winners for that day. Now is your chance to get your name in the record list!

- Make sure you don't hurt yourself while playing!
- Always put on the attached gloves before playing.
- Never use hook punches, kicks, or instruments other than the gloves provided.
- Never play while eating or drinking.
- The management assumes no responsibility whatsoever for injuries incurred due to use of incorrect playing methods not designated for this game.

SPECIFICATIONS:

1,810 (H) x 700 (900) (W) x 1,330 (D) mm
Weight: 170 kg
Maximum consumed power:
2.76 amperes ⓥ 95-3651

- Specifications are subject to change without prior notice.

TAITO

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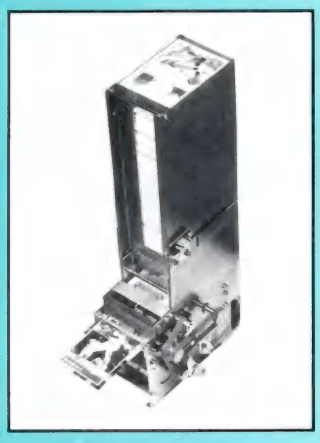
Sports Card Dispensers, Novelty/Redemption

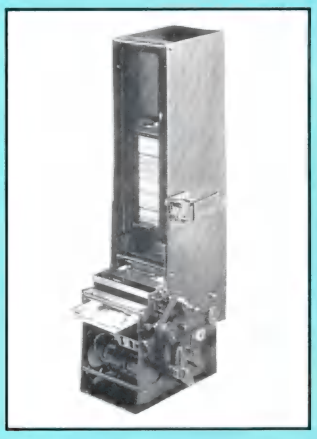


Card Dispenser
Asahi Seiko

A state-of-the art dispenser with a patented design that allows only one card to be dispensed at a time. Each card stays protected and damage-free.

Sports Card Dispenser
Grayhound

A dispenser that's easily retrofitted to most games, it holds 500 cards of all brands (except Bowman). It is programmable to dispense one or more cards per play in perfect condition. Dimensions: 5-3/4'' wide x 9-1/2'' deep x 13'' high.



Universal Card Dispenser
Play Ball!

Choose from side-mount or front-mount door unit that dispenses sports and non-sports cards. Electronics and cabinetry manufactured by Play Ball!, raw dispenser manufactured and patented by Asahi Seiko.

CDV-550, CDH-1100
Card Dispensers
Smart Industries

The CDV-500 vertical model holds 550 cards; it can interchange with a ticket dispenser as it is mounted on a modified ticket dispenser-style door. The CDH-1100 is a horizontal, external-mount unit that holds 1100 cards. Both are front-loading and can be set for single or multi-card dispensing.

Moon Speedway
Alien Concepts

A one- or two-player combination arcade game/vending unit in which players first deposit 25 cents to obtain a moon rocket, then deposit 50 cents to race that rocket on the game's tracks. The rockets are collectibles and can be reused. A ticket dispenser is optional.

Fireball 2
Alter Enterprises

A one- or two-player action game where you compete to guide a rapid stream of balls at changing targets. Features include steel frame construction, durable compound guns, cash or token play, and Deltronic ticket dispenser included. There are several operator-adjustable features.

Beat the Clock
Betson

Players roll rubber balls up a lane into color-coded holes that register time on a Big Ben-type clock. Clock hands move according to player success; if the second hand gets to the 12 before the sweep hand completes the circle, you beat the clock. Dimensions: 2'2'' wide x 7'1'' deep, including seat; coin mechs accept quarters or tokens.

Magic Circle
Betson

A magician-themed, cover-the-spot game that challenges players to cover certain items (such as a white rabbit, top hat, or dove) on the playfield. The ticket percentage can be adjusted by the operator. Dimensions: 63'' high x 31'' wide x 2'' deep.

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Novelty/Redemption

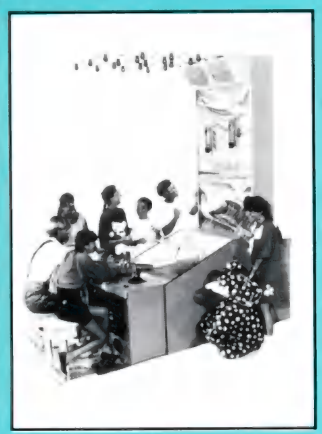
Skee-Toss B.C.
Betson/Skee-Ball
A child's redemption game with a prehistoric theme. Features include microprocessor electronics, attract mode with speech, colorful backglass graphics, side netting, and plywood construction with birch veneer. Dimensions: 3' wide x 6' high x 5-1/2'' deep.

Bowler Roller
Bob's Space Racers
This is a skill testing game. Players must roll a 12-lb. bowling ball down into steel rails to stop in the pocket area. It comes with winning beacon lights and a ticket dispenser. Both the rods and the ball are in an enclosed lane.

Can Alley
Bob's Space Racers
Players toss balls into colorful trash cans, with lids opening and closing at random. A side netting keeps balls inside the playing area. It comes in four-player size, with a larger model available. Other features include a winning beacon, adjustable scoring, and formica-finished construction.

Sidewinder
Bob's Space Racers
Players must use a steering wheel to move a ball along a tilted playfield and into a pocket at the end. Features include adjustable number of balls per game, adjustable difficulty level, and adjustable winner ticket output. Custom sound and lighting are available.

Super Shifter
Bob's Space Racers
This is a speedway game that challenges players to shift gears with precise timing. Other features include automatic winner lights and bell, Hurst shifters, a coinbox for one or two coins/tokens, drag strip starting lights, and variable ticket dispenser. It is available in models for 2, 4, or 6 players.

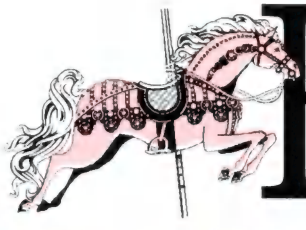


Water Game
Bob's Space Racers
A two unit water game with player seating, self-contained water system, automatic winner lights and bell, separate locking cashbox, digital message sound effects, and a player accounting system. Adjustable features include pricing, difficulty level, and speed and game length.

Whac-A-Mole
Bob's Space Racers
The classic mole-popping game. Players whack clever moles as their heads appear randomly, defying players to catch them. There are safe rubber hammers, along with a sign and beacon on top. Options include a variable ticket dispenser and parts kit.

Ghost Town
Bromley
A shooting/redemption game in an upright cabinet. Players get 20 shots and attempt to hit 20 targets in a pre-set time frame (operator-adjustable). Tickets are awarded for every other target hit; a bonus of 10 tickets comes with the perfect score.

Where Family Fun Is Serious Business



The International Family Fun Center & Miniature Golf Show—FUN EXPO

New Orleans Convention Center • September 17 - 19, 1992

At last year's International Family Fun Center & Miniature Golf Show, thousands of owners, operators and developers learned more about attracting and entertaining their customers, profitably. FUN EXPO's targeted seminar program provided powerful money-making ideas from experts in every area of the family entertainment industry. And the specialized tradeshow highlighted the latest in miniature golf and fun center products and services.

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FUN EXPO 92 promises even more! Models of successful fun center components, new products, and informative facility tours are only a few of the idea-generating special features. So whether you're interested in adding playports or go-karts—video games or miniature golf—carousels or kiddie rides, learn all you need to know about planning, purchasing and promoting for a profitable family entertainment center at FUN EXPO 92.

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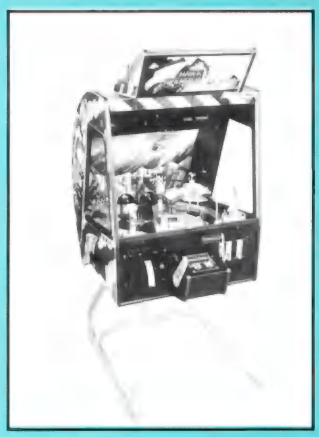
Novelty/Redemption



Hawk Avenger
Bromley
Players must move a helicopter over various animated targets to gain points and ticket awards. Features include time and ticket adjustment by dipswitch, separate ticket and cashbox accessibility, continuation feature, solid-state electronics, and tongue-in-groove plywood cabinet.

Rock-N-Bowl
Bromley
A fast, bowling-themed game in a plywood cabinet with solid-state electronics and ticket dispenser included. Players insert a coin, which rolls on its edge to the end of the playfield to strike pins of varying values. Operators can fine-tune difficulty levels.

The Simpsons Cupcake Contest
Bromley
Homer says, "Drop them cakes!" Players must move cupcakes (balls) from Lisa's hand into the mouths of Homer and Bart. A two-player game with low ticket indicator light, separate cashbox and ticket access, solid-state electronics, plywood cabinet, and double-stack ticket holder.

Bank It
Capcom
Players win tickets by tossing coins through baskets located inside the cabinet. Each coin then falls onto the pusher playfield where players have a second chance of winning tickets. Look for a double value bonus round.

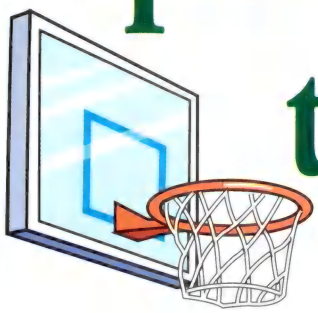
Crazy Clown
Coastal
A ticket-vending skill amusement game. Multi-colored ping pong balls are brought to the top of the playfield by a blower, then fall through a pachinko-style playfield. As the balls bounce around the player steers the clown underneath, catching the balls in his basket.

Match III
Coastal
An oversized reel game that awards tickets for successfully matching symbols after pulling a big handle on the side of the machine. Kids will be attracted to the spooky symbols currently available. Designed as a centerpiece, it lends itself to customized graphics.

Melody Mouse
Coastal
Players release rolling ping pong balls into a row of tubes that are part of a pipe organ. The more consecutive tubes filled the higher the reward. Features include a tuneful attract mode, multi-coin acceptors, and ticket or token award.

Pop-A-Ball
Coastal
Now a classic game. "Pop" five balls around a grid of 25 holes, each labeled with a playing card value. The hand drawn shows on the monitor above; the player can discard cards and "pop" again. Tickets are awarded for winning hands. Other non-card themes are available.

Operators will Take It to the Bank.



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New from CAPCOM®

BANK–IT™ is the exciting coin toss basketball game that will keep players lined up. Players win by tossing their coins through the baskets located inside the cabinet.

It's Fast ! It's Easy ! It's Fun !

Moving and stationary baskets will keep the game fun and challenging for all ages. Each coin will also fall onto the pusher field where players have a second chance at winning.

100% Skill Shooter !!

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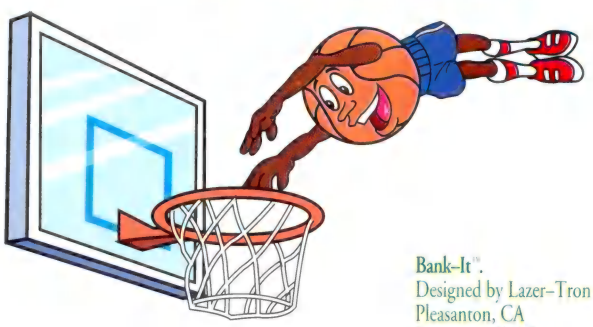
- Tilt alarm
- Deltronics ticket dispenser
- Quality construction



Bank–It™.
Designed by Lazer–Tron
Pleasanton, CA
Patents applied for

CAPCOM®

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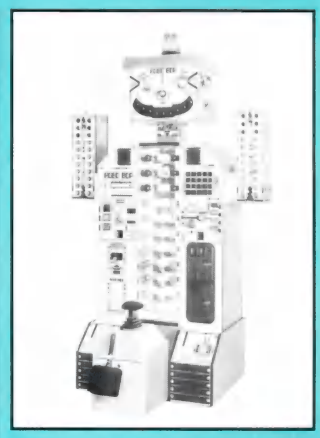
Santa Clara, CA 95054
Phone: (408) 727-0400
Fax: (408) 496-5720

Novelty/Redemption

Pop-A-Slot
Coastal
Another in the *Pop-A-Ball* series, this game combines high tech video and dependable mechanical design. Players deposit coins, press the "pop" button, and see three bouncing balls landing in target holes with symbols. Players can "pop" again if they wish.

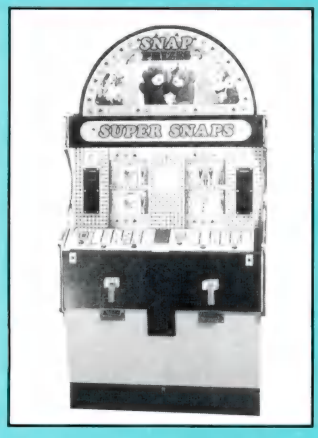
Pop-A-Tac-Toe
Coastal
Players "pop" four rubber balls into the air and into four of nine holes. Players may save the result or try again for a closer match to the Tic-Tac-Toe pattern. Players are awarded points corresponding to the value of the winning pattern.



Robo Bop
Coastal
Players select male or female gender and age group, then use a mallet to strike the pad and achieve the highest score from 1 to 11. Tickets are awarded for success. Visual and audio prompts direct the player; the number of tickets and strikes per coin is adjustable.

Roosta Shoota
Coastal
A skill shooting game with illuminated rotating timer, realistic sound effects, and ticket dispenser. Players shoot balls at barnyard graphics featuring a strutting rooster and are rewarded with tickets. Dimensions: 30-1/2" wide x 42-1/2" deep x 72" high.

Sheriff Shoota
Coastal
A game similar to *Roosta Shoota* that asks players to shoot lightweight balls into targets below figures of Old West sheriffs. Features include illuminated rotating time, realistic sound effects, and ticket dispenser.



Super Snaps
Coastal
Players press the start button to spin two playing card reels in opposite directions. Matching top and bottom reels give ticket awards. Features include an illuminated header that can display prizes inside. It is a two-player game. Dimensions: 41" wide x 23" deep x 78" high.

Top Gun
Coastal
A one- or two-player game that asks players to shoot down planes and beat their opponents with a higher score. Features include a musical attract mode, multi-coin acceptors, and repeat game or ticket or token awards. Dimensions: 33-1/4" wide x 75-1/2" deep x 81" high.

Kron Duel
Cofusa
An unusual and futuristic ticket-dispensing game in which two players control robot combatants. Features include laster targeting and firing, adjustable speed controls, liquid crystal status displays, multi-channel digital sound, and single or multi-coin activation.

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Novelty/Redemption

Body Match
Coin Concepts

A skill-stop game that invites players to match-up the head, torso, and legs of a seashore character. A horizontal wheel game, it involves the player with starting, stopping, and holding the "second spin" phases of the game. It is available in either ticket or token award models.

Cat 'N Mouse
Coin Concepts

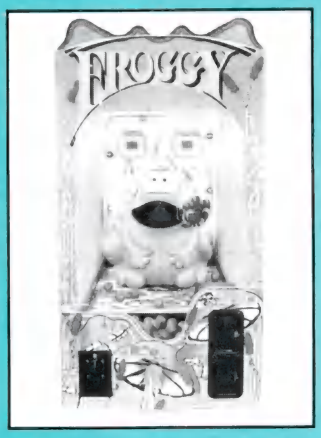
A timed reaction game in a castle-style cabinet with a bench seat. A mouse appears in one of the top windows as a cat tries to catch him by lining up below. Catching the mouse means a faster pace and more tickets. Also available as *Tic-Tac-Toe*, where children play two or three games against the computer.

Fire Fighter
Coin Concepts

A one- or two-player competitive game where players rescue a damsel from a burning building. Each player station has a hand control that directs water to a target, causing a fireman to move up a ladder and save the damsel, then win tickets.

Five Card Draw
Coin Concepts

A skill-stop game that allows the player a second card draw to win either tickets or tokens. The game's two coin entries will accept from 10 cents up to $1 per play. Other features include percentaging and hi-lo double-up.



Froggy
Coin Concepts

A pint-sized ball toss game featuring an oversized frog sitting at the edge of a lily pad. Players throw plastic balls into the frog's mouth, but must beware of flying butterflies that deflect the balls. Flashing lights and attractive graphics complete the package.

Jungle Tumble
Coin Concepts

A child's game featuring a bounding ping pong ball that illuminates a combination of colorful zoo animals. Players must get the ball through the monkey's basket to light up the correct animal. Dimensions: 31" wide x 18" deep x 70" high.

Luigi's Corner
Coin Concepts

Players must skillfully shoot coins or tokens into two moving targets—the hat of an organ grinder or the cup of his monkey—to win tickets. Dimensions: 26" wide x 20" deep x 73" high. Available in a free-standing, crane-size cabinet or half-size countertop unit.

Ol' McDonald's Farmyard Fun
Coin Concepts

Players steer the farmer to collect eggs as they tumble down from the top of the barn onto the playfield. Available as a ticket-dispensing unit or prize capsule machine. A sit-down game, it features barnyard sounds and "farmer's" music. Dimensions: 33-1/2" wide x 49" deep x 74" high.

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Novelty/Redemption

Action Lotto
GaMCO
Available in four models: coin-dispensing, ticket-dispensing, credit-accumulating, and the four-by-four that accepts multiple coins. Players direct plastic balls onto a lighted playfield of numbered pockets.

"Adder" Number
GaMCO
Players climb the ladder on this new redemption game to collect tickets, tokens, or both. The colorful graphics feature a friendly snake, two button controls, and ladders bridging rectangles on the screen.

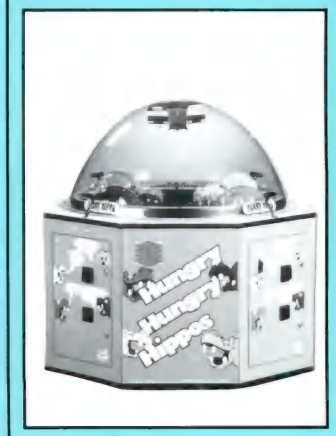
Battleship
GaMCO
A game similar to the board game of the same name. This machine asks players to sink submarines, battleships, destroyers, or aircraft carriers for tickets. The cabinet is upright, with a playing grid and button controls.

Booglemen
GaMCO
A shooting game where players aim balls into the opening and closing mouths of monster faces. Scary music plays in the background; the lower playfield even has graves that open and close for a second chance at scores and tickets. The cabinet is plywood with solid-state electronics.

Fuddy Duddies
GaMCO
A shooting game that asks players to aim balls into the mouths of three oversized faces at the end of the playfield. Keystone Cops music plays and the characters laugh as scores are made. There are many programmable features, from coins per play to time per play, and ticket payout.

Jack In the Box
GaMCO
A new skill game that awards tickets, tokens, or both. It is housed in an upright cabinet with a court jester-type character on the backglass.

The Entertainer
GaMCO
An upright game cabinet housing a choice of trivia or Connect Four games. Many other programs are possible, including a video poker program. The game can redeem tokens, tickets, or both.



Hungry Hungry Hippos
ICE
A one- to four-player unit named after the popular child's game, it sports happy hippo faces. Features include durable steel cabinet construction, dome top, and coin door and ticket dispenser at each of four player stations. Dimensions: 45" around. Option: capsule dispenser.

Novelty/Redemption

Turbo Drive
ICE

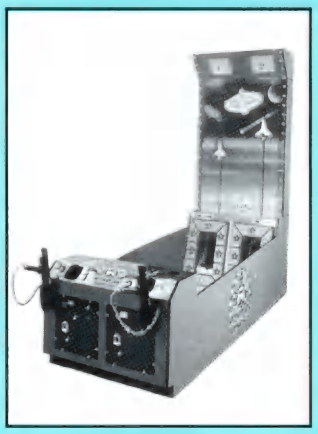
This is a dome-topped car racing game with an adjustable number of turns and game timing. There are three buttons and two joysticks on the control panel, checkered racing flags near the controls, and a heavy cabinet base in bright green. Two coin mechs are included.

Kick 'N Catch
Johnston Products

This unit is a combination novelty skill game and prize vendor. It has double coin mechs and digital scoring to show the number of points scored and shots left. Options: an immediate prize with coin insertion, bonus prizes, extended play, free game for any score level, and a sports card dispenser.

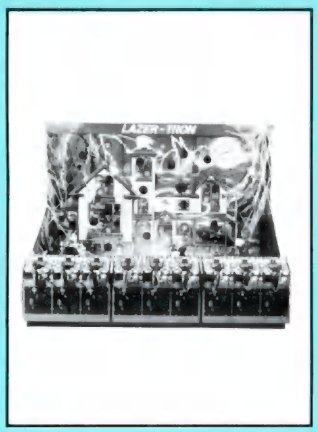
Little League
Johnston Products

A brand new game similar to *Kick 'N Catch* but with a baseball theme. The game shows runs scored and pitches remaining. Double coin mechs are included; it is also available with an optional baseball card dispenser.



Shuttle Launch
Lazer-Tron

A laser race game that rewards skill by launching a space shuttle into orbit and gaining tickets. The game can be ordered in a two-player unit or multiples up to a 14-player. Features include winner lights and bells, synthesized sounds, and adjustable ticket distribution; options are available.



Model 50 Series
Lazer-Tron

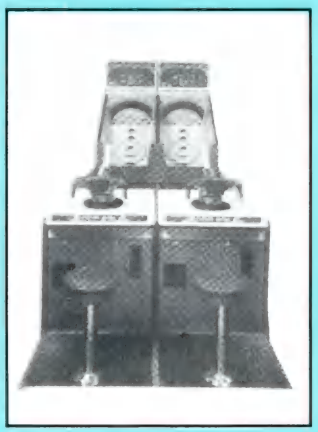
Players fire laser guns at targets that randomly light up; the first player to hit an activated target causes a dynamic explosion and receives points for tickets. Several backgrounds are available: Haunted House, Circus, Western Train, Star Wars, and Underwater. Choose from several models and game options.

Vine Climb
Lazer-Tron

The newest target-shooting game from this company, it is a one- or two-player game with a jungle theme. The object is to fire laser guns at lighted bunches of bananas to move two monkeys up the vines above. The game is available as a kit to re-theme *Shuttle Launch*.

Big Mouth
Meltec

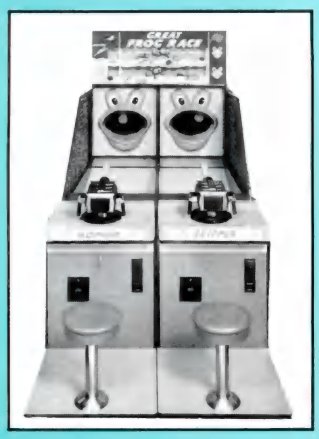
Players try to knock the teeth out of a big clown mouth to win tickets. Features include microprocessor-based electronics, automatic teeth reset, unbreakable Lexan clown, and adjustable coinage, ticket-dispensing levels, and number of balls. It is available in a one- or two-station package.



Boom Ball
Meltec

Players propel balls from a cannon down a lane and into target holes with different point values. A ticket-dispensing game that appeals to all ages, it is available in a cabinet size geared to taverns as well as a regulation length.

Novelty/Redemption

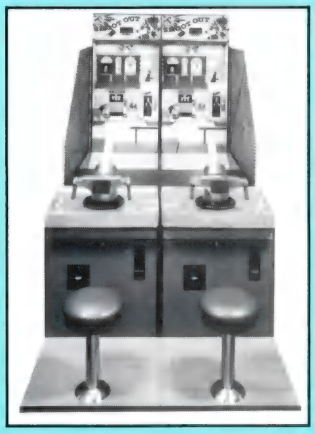


Great Frog Race
Meltec

A new gun-target game that shoots balls into a big frog's mouth to make smaller frogs shown overhead race to the finish line. Two players can compete against each other or one can race against the computer. Included: digital sound and voice, Deltronic ticket dispenser, and many adjustable features.

Knock Down
Meltec

Features include auto reset system, double-stitched cat targets, Z-80 microprocessor-based electronics, heavy-duty aluminum castings, and operator-adjustable number of balls, coinage, and ticket-dispensing levels. Available in Little Ace, Little Deuce, or individual units.



Shoot Out
Meltec

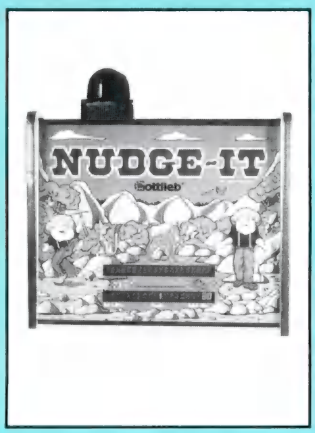
A midway-style redemption gun game featuring a rapid-fire gun mechanism and non-stop pop-up targets. Players race against the clock to gun down Western outlaws as they appear on rooftops, in windows, and in saloon doorways.

Cracky Crab
Namco

A game that asks players to crack 'em, smack 'em, and whack 'em. Crazy crabs slide from side to side, evading blows. Game play is simple, ticket settings are operator- adjustable. A low level ticket lamp and ticket counter are included. Dimensions: 45'' wide x 33'' deep x 67'' high.

Bell Ringer
Premier

The midway of a carnival is the theme of this simple game housed in a pinball-style cabinet. Players propel balls with a plunger and score points on a strength tester shown on the playfield. Features include operator-adjustable number of balls per coin and ticket awards, two game leg height adjustments, and more.



Nudge It
Premier

Woodsmen are depicted on the backglass of this game, in which players propel balls onto a pinball-type playfield to gain points and tickets. Features include separate access to the ticket dispenser and coinbox, two game leg height adjustments, dual coin mechs, Deltronic ticket dispenser, sound, and winner light.

Awesome
Quicksilver

A skill track game available as a kit to interchange with *Hi Tension*. Players are asked to maneuver a 3/4'' stainless steel ball around the track to gain tickets. It is a solid-state mechanical game. Dimensions: 25'' wide x 31'' deep x 59'' high.

Hi Tension
Quicksilver

A solid-state mechanical game that asks players to guide a 3/4'' stainless steel ball through a maze without it dropping off the playfield. The kit interchanges with *Awesome*. Also available: *Awesome Loop* and *The Edge*.

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Novelty/Redemption

Barnyard Babies
Skee-Ball

A redemption game designed for children aged 3-7. Players toss balls into holes next to farm animals to earn points and tickets. Features include a colorful graphic format, barnyard animals, solid cabinet construction, music and audio effects (UL approved).

Showdown
Skill Games

Challenge friends to a quick-draw contest in this gunfight simulation game. It's sold with a tournament kit that includes a poster, sign-up sheets, and charts. Features include a heavy-duty six-gun with digitized sound, modular electronics, and ticket dispenser optional.

Buddy Bear
Smart Industries

A redemption toss game set in a magical forest setting with a fun bear who plays catch. Features include a moving target, interactive voice board, double coin mechs, separate locked cashbox, credit/timer digital readout, ticket dispenser, and top net. Option: CDV-550 card dispenser.

Feed Big Bertha
Smart Industries

Players toss balls into the moving mouth of a hungry 200-lb. cutie who gains 25 lbs. for every ball thrown. Features include a ticket dispenser, interactive voice board, double coin mechanism with locking cashbox, credit/weight digital readout, and top net. Option: CDV-550 card dispenser.

Clown Around
Star Mfg.

A circus-themed shooting game that combines non-stop rapid-fire ping pong ball action aimed at a large clown face target. Features include ticket dispenser, dual coin mechs, dipswitch adjustments, two-player competition, and solid cabinet construction.

Animal Festival
Vari-Tech

A single-player game that tests quickness and coordination as players "bop" animal heads and beat the clock to gain bonus time. Features include digital sound package, ticket dispenser, adjustable play and bonus play time, and adjustable payout and price per play.

B.C. Bash
Vari-Tech

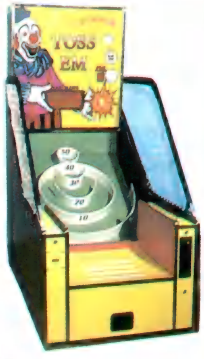
An ascending race game for one or two players. It features a prehistoric theme and asks players to hit the heads of target characters as they light up, thereby causing a caveman to climb a jungle vine and rescue the Jungle Queen. A brightly colored volcano is on the backglass.

BeeWare
Vari-Tech

A reaction game in which players must swat a bee before it stings a man enjoying a picnic. Three bees attack 10 times in random order at various speeds. The player's score is based on the amount of time it takes to stop the bee before it ruins the picnic.

Coin Concepts Has Games For Everyone

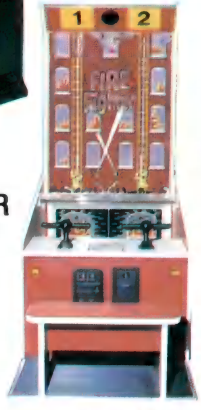
TOSS 'EM



5 CARD DRAW

PRIZE BINGO

REBOUND



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Novelty/Redemption

Pig Racing
Coin Concepts
A one- to four-player competitive game with adjustable race speeds and adjustable ticket awards. Players use a skill pinball table to advance pigs on the playfield. Option: bench seat. Dimensions: 82-1/2'' long x 56'' deep x 78'' high.

Rebound II
Coin Concepts
A ''cover the spot'' game in which players attempt to land their coin on various playfield targets. Covering the bullseye with the coin scores a win; there's also a revolving bonus wheel.

Toss 'Em
Coin Concepts
An easy to play and understand ball tossing game designed for children. Youngsters gain tickets by tossing balls into holes with graduated point values. Operator adjustments can set a maximum win level to prevent game abuse.

Cosmo Gang
Data East
A team game for two players who work for a combined score and tickets. The object: use mounted space guns to prevent five little aliens from stealing energy cubes. Colorful cabinet with seats; mechanized guns use light beams.

Lippy the Clown
Data East
Get the balls into Lippy's moving mouth! Players use lightweight balls and aim them towards Lippy for high scores and ticket awards. The game is bright red and yellow with an oversized clown face; side netting keeps the balls from going astray.

Lizard Command
Data East
A one- or two-player interactive game where players shoot ping pong balls from their tanks in hopes of hitting the lizard target for points and tickets. Features include steel playfield guard grates, easy side door access, dual Deltronic ticket dispensers, and lift-out tank assembly.

Hop-A-Tic-Tac-Toe
Data East
Players pop balls and try for the classic match-up of Tic-Tac-Toe after skillfully holding some and re-popping others. Features include a bonus jackpot, mini-over/under door, and computer-controlled attraction lights. Dimensions: 27'' wide x 34'' deep x 81'' high.

Wacky Gator
Data East
Players are challenged to ''whack those gators'' in this colorful game housed in a bright blue cabinet with cartoon-like graphics. Players use a soft mallet to pound alligators that slide out intermittently. The player's score registers on the back panel, along with the day's high score.

LUCKY JOKER

Scratch, Scratch, Scratch and Win!

SIMPLE CONCEPT!
SIMPLE CONCEPT!
SIMPLE CONCEPT!

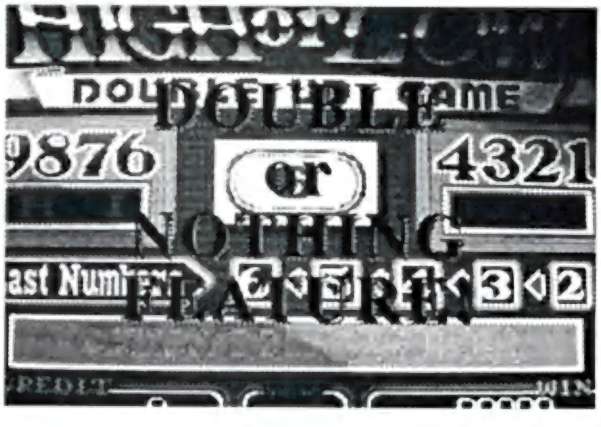
Player selects 3 of 6 squares;
Match 3 symbols to WIN!!!

Your earnings will explode with the latest from Sammy. Lucky Joker, based on the lottery craze that is sweeping the nation, is an addictive, fast-paced gaming innovation! Customers will scratch feverishly as the six scratchers appear; sweat as they Double-Up, and thrill at the possibilities of the Big Spin!

Operators will thrill too, at Lucky Joker's reliability, committed customer service, and most of all - High Profits! Get yours today, and turn your location into the hottest ticket in town!

Match Three BIG SPIN symbols, and spin the big wheel for a super bonus jackpot!

Play up to 40 credits per game!



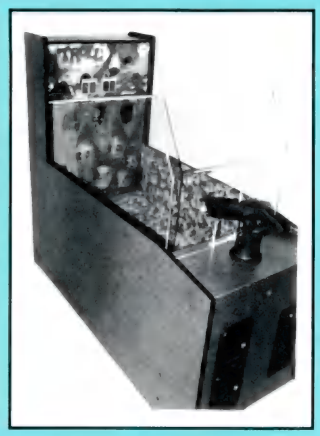
Call your local distributor, or (310) 320-7167 for distributor referral.

"For Amusement only - Not intended for sale or use in municipalities where such games are prohibited by law."

Novelty/Redemption

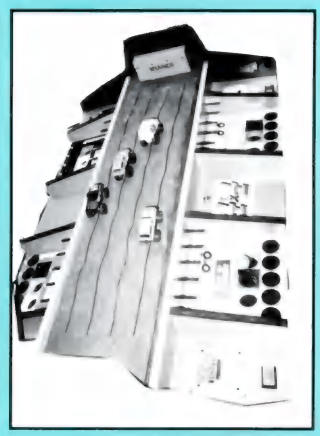
Bigfoot
Exidy

Even people with no musical knowledge can enjoy this oversized piano (as seen in the movie "Big"). The entire family can join in the fun; there are 100 different sounds. It is available in an 8' model with 10 keys and an 11' model with 14 keys.



Troll
Exidy

A gun game that challenges players to shoot pellets at trolls who spin around on the backboard. The game time and ticket awards are operator-programmable. Dimensions: 2'6" wide x 6' long x 5'5" high.



4 x 4 Monster Truck Racing
Exidy

Interactive, competitive fun for up to four players who drop balls into slots that cause the trucks to move across the playfield. Features include progressive ticket program, audio, center arcade design, chaser lights on the marquee, and low ticket indicator light.

Bozo Grand Prize Game
Exit Entertainment

Bozo's voice and theme song highlight this child's game. Players toss balls into numbered buckets to gain tickets. Features include solid-state electronics, ticket dispenser, and colorful Bozo backboard. Dimensions: 39-1/4" wide x 90-1/2" long x 60" high.

Pot O' Gold
Exit Entertainment

A redemption game for all ages. Roll the ball all the way across the clear tube without falling through any of the holes. The further you progress, the more tickets you win. Features include Irish music and graphics, ticket dispenser, neon light, and bonus tickets for three completions in a row.

TMNT Pizza Drop
Exit Entertainment

Those pizza-loving heroes are back, asking players to drop pizza balls into manholes to win tickets; the balls are standard orange golf balls. The game is housed in an oversized pachinko-style machine. Dimensions: 30" wide x 23" deep x 73" high.

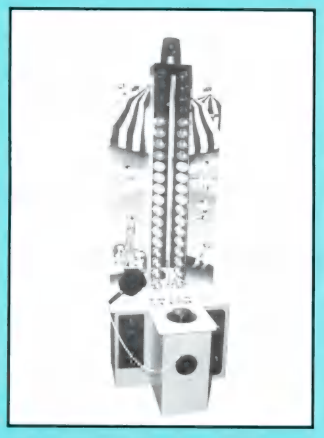
Jungle Jogger
Fabtek

A jungle-themed game with a pachinko-style pegboard. Players must maneuver ping pong balls through the board to gain points and ticket awards. The cabinet is bright orange with an orange, red, and purple jungle scene in the middle.

The Farm Yard
Fabtek

A ball toss game with solid-state targets and original digital sound, designed for youngsters from 3 to 13. Features include adjustable game length and ticket award, LED time and score display, and attract audio and lighting. Dimensions: 33-1/2" wide x 6'4" long x 70" high.

Novelty/Redemption

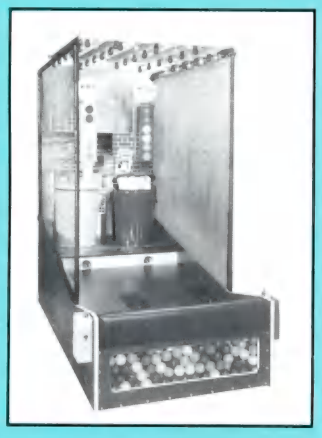


Circus Hi-Rise
Vari-Tech
Players use a mallet to advance a puck to the top of the tower. Colored lights simultaneously illuminate as the puck travels to the top. Bells and whistles indicate the winner. Features include background sound, flashing lights, and an attract mode. Available in 8' and 11' models.

Dip Bowler
Vari-Tech
A single or multi-player base skill game in which the player attempts to roll a bowling ball along the stainless steel rails to land in the dip to win. Features include multi-roll function, auto stop/auto reset, and photo electric sensors.

Mr. Six Gun
Vari-Tech
This fully animated mannequin with synchronized eye, mouth, and head movement challenges, draws, and insults his friends and foes. Features include digital soundtrack with 42 messages, left and right holster play, variable difficulty settings, and an attract mode. Also available with ticket dispenser.

Pinball Truck Race
Vari-Tech
A new pinball-style truck race in which the player races against a clock or another player to the top of the ramp to win. Features include digital sound effects with verbal instruction, winner bell, and internal timer. A lighting package and display timer are available.



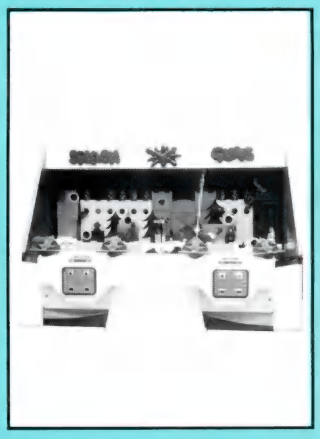
Tin Can Alley
Vari-Tech
A one- or two-player race game where players race to be first to get eight balls in the trash can to win. Features include digital sound effects with verbal instruction, adjustable scoring, internal timer, and winner lights. Deluxe lighting package and external timer display available.

Treasure Hunt
Vari-Tech
A treasure chest-shaped game themed around the search for hidden treasure. Amidst the clanging of chains, pirate laughter, and parrot squawking, players follow the lighted "X" spots to score. Features include background sound effects, adjustable payout, and bonus round to double tickets.

Space Shapes
Vari-Tech
A game of matching shapes—an educational concept for children. To score, the player must match the shape on the screen with that on the playing panel. A true test of hand-eye coordination. Features include backlit graphics and digital sound effects.

Water Race
Vari-Tech
Players shoot a high-powered water gun to move a target while advancing the player's character. Competitive play for two or more players is possible, as well as playing against the "house clock." Features include coin mech, ticket dispenser, digital sound, winner bell, and internal timer.

Non-Ticket Novelties



Splash Guns
Alter

Mounted guns fire a stream of water at 28 animal targets; when they are lit, flags spin or knights fall down. A plastic covering protects the coin mechs. Animations are snap-on sections and can be changed. Alter also manufactures an extensive line of remote-control cars and boats.

Bio-Rhythm
Bio-Rhythm Sales Co.

A game that allows players to chart their physical, mental, and emotional cycles for preselected days. Features include new cabinet with woodgrain finish, all new graphics, single board mechanism, and solid-state reliability.

Jumbo
Coin Concepts

This is a toy vendor that features a playful elephant which dispenses a variety of items. It uses a vacuum system to pick up prizes with the elephant's trunk and place them in the prize chute. There's a voice attract play mode, double coin mechs, and a three-sided view of the prizes.

Love Meter
Coin Concepts

The ratings range from shy to sexy, wimp to wolf, and all places in between for male and female categories. The unit talks to players during attract modes and game play. Also, players receive amusement from the comical graphics.

Scotty the Monkey
Coin Concepts

As the name indicates, a T-shirt-clad monkey sits inside this unit. It's suitable for eggs or capsules and has a capacity of 1,500. Different jokes are told with each inserted coin. Other features include a talking attract mode, adjustable pricing, and foreign language capability.

Love Analyzer
Communidyne

A countertop that provides one's "love quotient" in six ranges: chilly, romantic, warm vibes and passionate, look-out sexy, sizzling hot, and incredible. The game operates on 25-cent play and is housed in a cabinet of red, blue, and lavender. Also available: *Physical Fitness*.

Dater-Base
Exidy

A personal introduction service where players answer questions about their likes and dislikes. This data is entered into a file accessed by others seeking a date match. Customers see a photo of prospective matches and can send messages to each other.

Impulse Machines
Golden Years

A series of impulse machines available as countertop units, on footed stands, or in upright cabinets. Features include maintenance-free electronics, light display in the attract mode, and one-year factory warranty. Choose from *Love Tester, Mystic Lady*, and others.

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Non-Ticket Novelties

Lucky Eggs
Innovative Industries

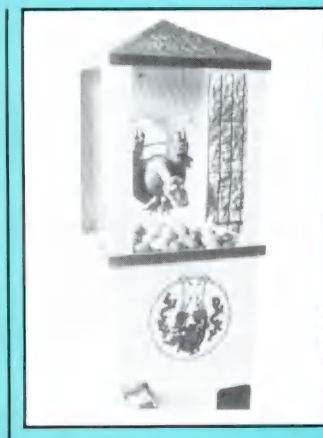
This egg vending unit has the ever-popular Fred Flintstone inside. He talks with players and serves as an attract mode in this brightly colored cabinet. It's decorated with Dino and other familiar inhabitants of Bedrock. A chicken vending unit is also available.

Big Top
Johnston Products

A combination shooting game and vendor, it awards the winner either gum, candy, or toys. Ten shots are fired at moving targets for a score. It's an entirely mechanical game with a circus-themed cabinet that attracts children. Non-vendor gun games are also available.

Silver Dollar Saloon
Johnston Products

This rugged, Western-themed cabinet houses a mechanical gun with a low noise level. It also has tempered safety glass. There's an optional security lock and product hopper that holds candy, gumballs, superballs, or toys.



Lucky Ducky
Lucky Associates

This egg vending machine is based on the famous children's story, "The Legend of Lucky Ducky." The unit holds 600 eggs and is constructed of steel, high-impact plastic, and plexiglass. Coinage can be set for 25 or 50 cents or a quarter-size token.

Big Top Mini-Pinball
Mayoni

This game/vendor targets youngsters from four to 15 years old. With each quarter, the customer receives a gumball, one-inch capsule, and pinball game; the hopper holds from 750 to 1,800 pieces. The mechanically operated game has colorful artwork and a circus animal theme.

New Generation Impulse Machines
Mayoni Enterprises

A library of impulse machines can be used as single-, double-, or triple-mount units with or without stand. Choose from *Carmen the Talking Gypsy, Personality Analyzer, Perfect Match, Sex Reactor, Bio Rhythm, Love Meter, Memory, Physical Fitness, Lucky Lotto,* and more.

Sergeant Major
Mayoni

A double vend unit within a soldier-styled cabinet. Features: holds up to 1,000 items per side, all-mechanical operation, rugged steel construction, and battery-operated voice option. Dimensions: 54" wide x 18" deep x 20-1/2" wide.

Ziggy the Clown
Mayoni

The new and improved Ziggy has a large capacity toy bin and will vend any size capsule or egg. Features include solid-state audio, product filled from front, rugged steel construction, coins collected in front, and self-cleaning and anti-jamming mechanism. Dimensions: 61" high x 22" wide x 22" deep.

Proven Performance

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MAYONI PRODUCTS ATTRACT PROFITS LIKE NO OTHERS!

COMPU-SCALE

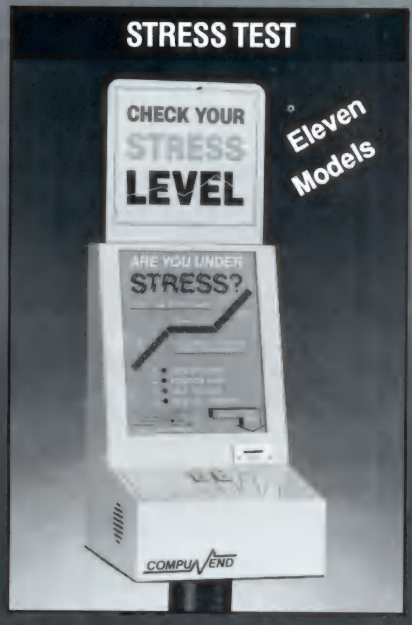
LOVE TESTER

MULTIVEND

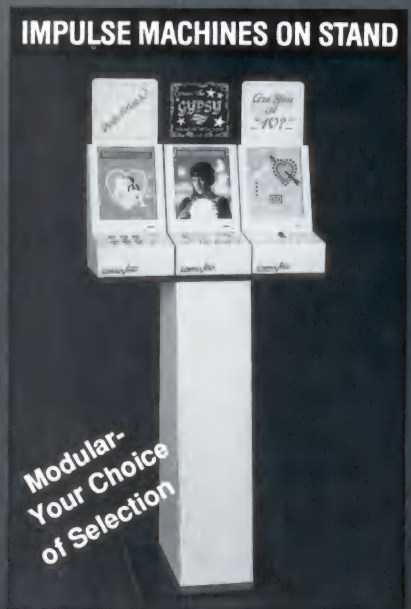
All Mechanical!

TALKING GYPSY

STRESS TEST



IMPULSE MACHINES ON STAND



- 11 unique impulse models available
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Mayoni Enterprises

Non-Ticket Novelties

Zord
Mayoni

A two-product choice vendor in a blue and silver robot cabinet. Features: high visibility graphics, all mechanical operation, rugged steel construction, extra-large item capacity per side (2,000), and battery-operated voice option. Dimensions: 56" high, 19" deep, and 24" wide.

Egyptian Mummy
Mike Munves

Ramses the Mummy answers questions by nodding his head "yes" or "no." The unit measures 84" high x 24" wide x 18" deep. Options include a fortune card feature and 25- or 50-cent play. Also available from the company are *Artist's Reception, Bat-A-Ball, Grip Test,* and *Love Tester*.

Antique Style Oak Gypsy
Mr. Vend

This talking gypsy fortune teller machine features a special effects crystal ball with a spectrum of colored lights. When someone touches the ball in curiosity, a human voice asks them to deposit a quarter.

Antique Style Oak Match Maker
Mr. Vend

Nostalgia, flashing lights, and a human voice recorded on a microchip draw players to this impulse machine in a real oak cabinet. The cabinet is colorfully decorated with humorous graphics and a male and female rating chart.

Deluxe Love-O-Meter
Mr. Vend

A colorful talking novelty unit that lovers, young and old, can't pass up. The passion ratings include Romeo, Super Stud, Foxy Lady, Angel, and more. Features include durable steel construction with lights in motion to attract attention.

Confucius Talking Fortune Teller
Mr. Vend

This unit is a talking fortune teller with an Oriental motif. It features a special effects crystal ball with a spectrum of colored lights.

Grip Test
Mr. Vend

Players insert a quarter and are instructed to "squeeze the grip." Following the test the player is rated as having a Wet Noodle Grip, Boy Grip, Karate Grip, Weight Lifter Grip, Gorilla Grip, or He-Man Grip. All ratings include humorous graphics.

Mr. Vend

Nostalgia Console
Mr. Vend

This nostalgia console combines Mr. Vend's Oak *Talking Gypsy Fortune Teller, Grip Test,* and *Deluxe Love Meter* to create an attractive multi-interest impulse center. Other configurations are available.

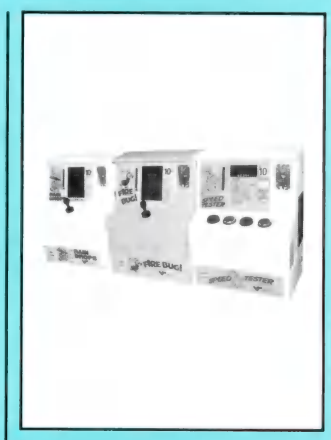
Non-Ticket Novelties

Standard Metal Typer
Standard Metal Typer

Custom logos can be imprinted with this unit, in the center or both sides of an aluminum disc. It comes in either a natural finish (silver) or assorted finishes (blue, gold, red, and green). It operates on 25-cent vend and requires no electrical outlet.

Fun Egg
National Entertainment Technologies

A prize-vending unit with a chicken that clucks as it dispenses desired eggs. Features include heavy gauge steel construction and baked enamel finish, solid-state circuitry, optional push/pull slide, and 25-cent, 50-cent, or token vending available.



Impulse Games
Vari-Tech

Single player impulse games available in three styles: Rain Drop, Firebug, and Speedtester. Features include mounting brackets, battery or 100 volt A.C. operation.

The Bull
Zamperla

A skill game that tests handgrip strength. It comes with a bellowing bull sound, automatic reset for faster replay, and has low maintenance upkeep. Also available is *The Bull 90*, with a new fiberglass body. Both measure strength on a scale.

Gorilla Grip
Zamperla

A grip-testing machine with 16 different strength classifications, select button for male/female/child, and flashy silver fiberglass body. The lightweight unit—on wheels—plays music and talks.

Mr. Muscle
Zamperla

Players test their strength against an arm wrestler by taking hold of his outstretched, muscular arm. They can choose the skill level: boy, normal, strong, or superman. The unit comes complete with a detailed scoreboard to measure strength.

Gypsy Palm Reader
Zytronics

Bright colors and illumination highlight this upright cabinet game with 50-cent or $1 options for the players. Also available: electronic horoscope and palm reading, and weight and fortune scale.

Sex Analyst
Zytronics

A unit that dispenses comical answers to questions about sexual behavior. Players put one of their hands on the control panel and press the start button. A sex analysis is returned on a computer punch card. It operates on 50-cent play.

Specialty Machines, Bulk Vendors

Breath Alcohol Tester
Amavend

A machine that accurately indicates alcohol levels. Features include built-in calibration, a metal coin box that holds up to $400 in quarters, and a one-year warranty under normal usage. It may be used as a countertop or on a stand.

Heart B-100
Amavend

A machine that can give both a customer's pulse rate, blood pressure, and body weight. Statistics show on the monitor, then are printed out while the person sits comfortably. Features include a 14" VGA screen, ultrasound sensor, high resolution printer, and automatic paper cutter.

Model 180 Shoe Polisher
Amavend

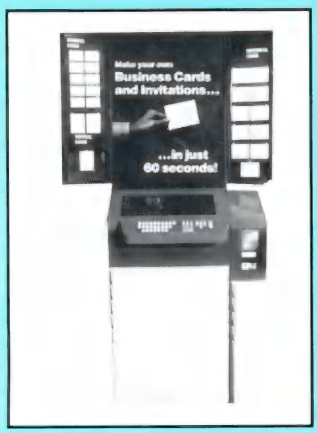
A coin-op shoe polishing machine that houses 13-ounce aerosol polish in brown, black and neutral colors (the machine holds two colors). The cabinet has a commercial grade formica finish. Also available: the *Model 90 Shoe Polisher*.

Tarot
Amavend

A coin-op machine that reads Tarot cards in a choice of four languages: English, French, Spanish, or German. The range of questions includes love, money, work, and health. It also gives the player's ideal weight and measurements.

Photo Booths
Auto Photo Systems

A complete range of traditional photo booth products and exterior designs. All units available in color, black and white, passport, or souvenir configurations. New and used equipment available.



Express Card
Auto Photo Systems

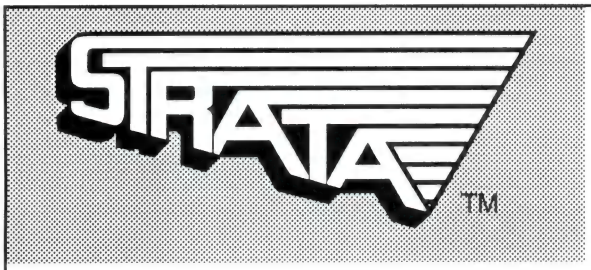
The latest in "self-service," print technology, this machine designs and prints 50 business cards or 25 invitations in just 60 seconds. Adjustable vend price and quantity.

Express 2000
Auto Photo Systems

The photo booth of the future—today. Complete solid-state, fully electronic unit (no chemicals) featuring a choice of four different photo options, unlimited background/souvenir potential, and high image quality. All photos printed on souvenir postcard stock.

Photo Magic 1010
Auto Photo Systems

Electronic low-cost, low-maintenance, self-service photo vending in a variety of traditional and celebrity photo options. Features include bill or token operation, six customer scene selections, and a 90-second process time. Dimensions: 30" wide x 36" deep x 96" high.



FACT: STRATA GROUP, INC. is the third largest American manufacturer and marketer of coin-operated video games in the United States.

FACT: RIM ROCKIN' BASKETBALL, rated number one at many arcades nationwide, is the most realistic and exciting video basketball game ever!

FACT: GOLDEN TEE GOLF and STRATA BOWLING are still consistently generating high earnings after two years with no signs of slowing down!

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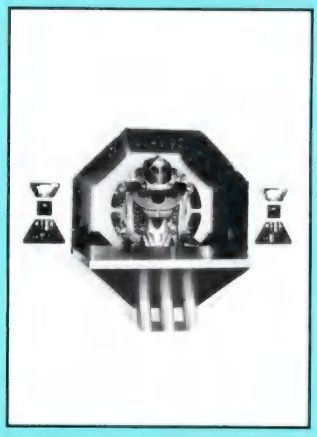
Specialty Machines, Bulk Vendors

The Gripper
B & B Music

A compact strength tester mounted on heavy-duty stand, it asks "Are you strong or weak?" Patrons insert a quarter, grip the handle, and see their strength level.

Phantom 1000 Scale
B & B Music

A gleaming white scale that asks "What is your weight?" Patrons insert a quarter on the side of the unit for an accurate weight reading and lucky number delivered in the process.



Kola Kron
Cofusa Enterprises

A futuristic novelty drink vendor puts on a continuous show of light, sound, movement, and robotic interaction. It can sell up to 1,400 drinks every 10 hours without operator assistance and can serve two customers simultaneously.

Breath Analyzer
Communidyne

Features include digital LED readout of the percentage of blood alcohol concentration and five visual displays to reinforce audio instructions and results. The machine promotes customer awareness and helps reduce bar liability. Coin-operated, it adjusts from one to seven coins.

2000 Turbo Breath Analyzer
Communidyne

An advanced, computerized breath tester, it is self-diagnostic and self-calibrating. New features include automatic coin credit, unbreakable front panels, and automatic legal intoxication level status. A 15 percent liquor liability insurance discount available to bar owners who install this unit.

Clown-A-Round
Floating Flowers

A balloon vending machine that dispenses helium balloons from a free-standing unit that looks like a traditional bulk vendor on top. It's childproof and meets all safety requirements. The system operates on a lantern battery.

Photo Booth
Foto Fantasy

A unique photo booth that offers instant portraits with a computer-generated fantasy setting. The computer merges the portrait with selected fantasy backgrounds right on the monitor screen, generating a color photo in just six seconds. Various booth designs are available.

Cash Cube
Johnston Products

A Lexan and aluminum booth with mirrored back panel, digital countdown, sound effects, and a top winner light. Players enter and catch cash or coupons flying about inside for a specified time period.

Specialty Machines, Bulk Vendors

High Five
GaMCO

An economically priced game that features bouncing balls imprinted with playing cards. Balls come up into tubes and translate to poker hands. Each player gets three hands of poker for 25 cents. The cabinet is upright in black, red, and white.

Lotto Picks
GaMCO

A small, inexpensive lotto pick machine. Different models are available for every state with a lottery. Customers can pick three, four, five, or six numbers. A side pocket houses lottery slips.

People Postcards
Imageware

An environmental alternative to conventional chemical photo booths. Features include reinforced fiberglass booth, changeable vend amount, and a three-minute process from choosing backgrounds to receiving the finished product.

Beaver Bulk Vendor
Machine-O-Matic

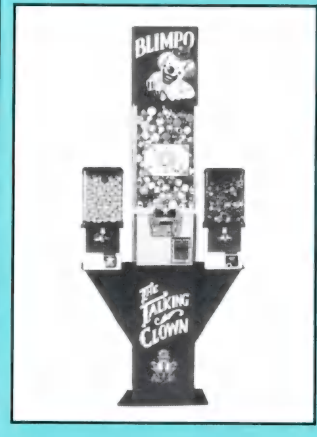
More than a dozen models are available. This one includes gumball, toy, and candy vending available in various configurations. All are made of durable, hand-polished, chrome-plated parts and coin tested six times to insure trouble-free operation.

Compu-Scale
Mayoni

A scale constructed of durable steel with a modern design. It computes weight and health data based on customer entries. Features include solid-state electronics, a one-year battery for power (though the unit can be supplied in standard AC current if requested), and trouble-free performance.

Vend-A-Snack
Mayoni

A compact countertop or free-standing merchandiser for candy, snacks, and cake. It holds nine different selections for up to 82 vends. Construction is sturdy steel. Dimensions: 27-1/2'' wide x 20'' long x 17'' high (without the stand).



Blimpo Jr.
Mr. Vend

This patented, talking, three-selection bulk vending center has colorful graphics and a microprocessor-based audio system. *Blimpo* is constructed of durable steel and is space-efficient.

Mother of all Fun Stations
Mr. Vend

This unit illustrates one optional configuration of Mr. Vend's modulated product line. It can be constructed and expanded, adding one unit at a time. There are hundreds of possible configurations for this equipment.

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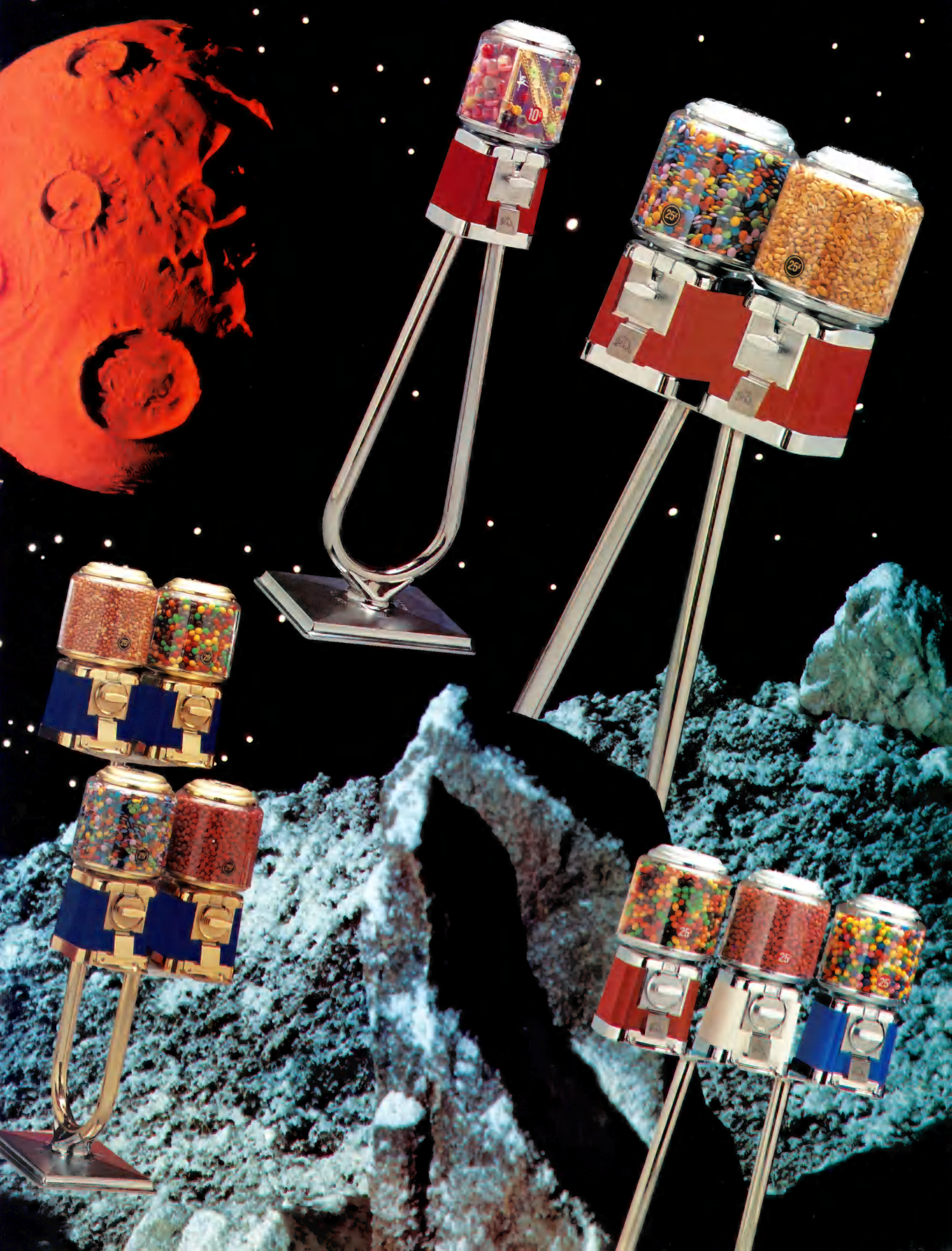


Specialty Machines, Bulk Vendors

Scale/Heart Rate
Mr. Vend

This unit includes the Mr. Vend expandable *Scale, Grip Test*, and *Stress Test*. It allows the player to check his/her weight, strength, and stress level in one location. Other configurations are available.

Sticker Fun Station
Mr. Vend

Mr. Vend's modular system creates an appealing fun station that includes a four-selection sticker machine, two bulk vendors, and two impulse machines.

Breath Alcohol Scanner
National Entertainment Technology

A machine that assists customers in determining their ability to drive safely, it offers a dual sensor system, fast recovery time, straw disposal bin, a coinbox that holds $400 in quarters, and availability as a wall-mount unit or a floor model.

Tobi
National Entertainment Technology

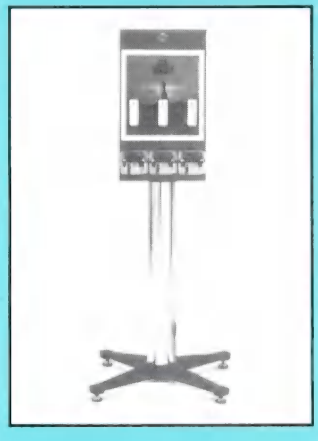
A robot sticker-dispensing unit available in four colors, it features mechanical operation, die-cut quality stickers, flashing face and belly, and floor stand. Stickers are constantly updated to meet demand.

Vend-A-Sticker
National Entertainment Technology

Four columns of stickers stacked two-high are featured on the front of this machine. Eight different selections can be vended. Features include a large coinbox, die-cut quality stickers, and all-mechanical operation (no electricity needed). It can be a floor stand or countertop.

Selectron 600
Selectra

Plastic laminating/decal vendor that comes in black/white cabinet with a chrome and black base. It features a fully hinged door, side and front panels, heavy 13-gauge steel construction, 1,400-piece vend capacity, and optional self-leveling wheels.



Selectron Stamp Vendor
Selectra

Model 1000 is a one-column vendor in black and white, weighing 23 lbs. Model 2000 is a two-column vendor in red, white, and blue, weighing 26 lbs. Model 3000 is a three-column vendor in red, white, and blue, weighing 36 lbs. All feature coin settings from 35 cents to $1.85.

Stamp Machine
Steiner

Available in one-, two-, and three-column models with coin mechs accepting 25 cents up to $2 (each column has its own coin mech). The machine can vend from one to four stamps at a time in cardboard holders. It can be a countertop or wall unit; chrome floor stands are optional.

Specialty Machines, Bulk Vendors

Fun Sticker Vendor
Steiner

Available in two-, three-, four-, and six column models. Each features all-steel construction with two high-security locks and a personal key code. Standard price vends are 25 cents or 50 cents. Each column has its own coin mech. It can also dispense peel 'n seal plastic laminate.

Sports Card Center
Steiner

Two basic models come in two-, three-, four-, and six-column versions. It vends two to seven cards per sale in the folderless model or one to five cards with folders. It is constructed of high-quality steel with two locks and personal key code. Placement is countertop, wall mount, or floor stand.

BP 5000 and BP 5000DL
Tech Vend

A blood pressure and heart rate computer that gives a reading in less than a minute. It comes with solid oak sit-down booth and a supply of merchandising aids. The unit is best suited to pharmacies, health clubs, malls, and grocery stores.

Pulse Meter
Tech Vend

An electronic pulse rate indicator, the machine operates on 25-cent vend, can be placed anywhere, and offers computer-controlled, minimal maintenance. Readings are accurate and reliable. Also available: *Stress Rate Computer, Physical Fitness Computer*, and other units.

In arcades and amusement areas...

Standard Change-Makers are the name of the game!

They hold up to 12,800 quarters or tokens of similar size. They have rugged cabinets and unequalled security. And above all, they are thoroughly dependable!

They're available in floor console or wall-mount models with one or two bill acceptors. Call or write today for full information on these remarkable changers.

Standard CHANGE-MAKERS, INC.

3130 N. Mitthoeffer Road
P.O. Box 36550
Indianapolis, IN 46236-0550
(317) 899-6966
FAX 317-899-6977

Regional offices and complete service centers in Santa Fe Springs, CA., Ridley Park, PA and in Canada (St. Laurent, Quebec)

GAME MANUFACTURERS (listed in alphabetical order)

A.C.S. Corp.
P.O. Box 25306
1339 Sassafras St.
Cincinnati, OH 45225
(513) 542-1000
FAX: (513)542-1001

Adastra Inc.
747 Sheridan Blvd. Suite 5D
Lakewood, CO 80214
(303) 231-9199
FAX: (303) 279-5447

Advance Mfg.
11760 Roscoe Blvd.
Sun Valley, CA 91352
(818) 767-5466

Alien Concepts
845 Market St. Suite M
Salinas, CA 93901
(408) 757-6886
FAX: (408) 758-2805

Alter Enterprises
Westpark Business Center
210 West Parkway #7
Pompton Plains, NJ 07444
(201) 616-1111
FAX: (201) 616-1415

Amavend
750 W. Cleveland Ave.
Suite A
P.O. Box 24
Fayetteville, AR 72702
(501) 443-6791
FAX: (501) 443-2329

American Simulators
7370 NW 36th St.
Airport Plaza 433
Miami, FL 33166
(305) 592-5932
FAX: (305) 592-6041

AMTEC
#1 Executive Center
Ocean, NJ 07712
(800) 272-1371
(908) 918-0300
FAX: (908) 918-0501

Amusement Equipment Exchange
1203 5th Ave.
Rock Island, IL 61201
(309) 788-0135
FAX: (309) 788-0148
(kiddie ride refurbishing)

Asahi Seiko USA
4029 S. Industrial Rd.
Las Vegas, NV 89103
(702) 794-2920
FAX: (702) 794-0644

Atari Games
675 Sycamore Dr.
Milpitas, CA 95035
(408) 434-3700
FAX: (408) 434-3776

Auto Photo Systems
272 Walnut Ave.
Tustin, CA 92681
(714) 731-3121
FAX: (714) 731-4834

B & B Music
2225 St. Clair Ave.
Cleveland, OH 44114
(216) 781-1090
FAX: (216) 781-3331

Bay Tek
1077 Sunlite Drive
Oneida, WI 54155
(414) 822-3951
FAX: (414) 822-8936

R.H. Belam
Nassau Plaza
One Fulton Ave.
Hempstead, NY 11550
(516) 292-2670
FAX: (516) 486-0957

Betson Enterprises
303 Paterson Plank Rd.
Carlstadt, NJ 07072
(201) 438-1300
FAX: (201) 438-4925

Bio-Rhythm
2820-A Honolulu Ave.
Verdugo City, CA 91046
(818) 249-2077

Bob's Space Racers
427 15th St.
Daytona Beach, FL 32017
(904) 677-0761
FAX: (904) 677-0794

Bromley Inc.
3231 W. Victoria St.
Chicago, IL 60659
(312) 267-6030
FAX: (312) 509-9508

Capcom USA
3303 Scott Blvd.
Santa Clara, CA 95054
(408) 727-0400
FAX: (408) 496-5720

Carousel Intl.
701 E. Eighth
P.O. Box 307
Eldon, MO 65026
(314) 392-7122
FAX: (314) 392-7125

Coastal Amusement
601 Prospect St.
Lakewood, NJ 08701
(908) 905-6662
FAX: (908) 363-6329

Cofusa Enterprises
649 Anita St. Ste. A4
Chula Vista, CA 91911
(619) 424-9460
FAX: (619) 424-7562

Coin Concepts
16 Edgeboro Road, Unit 5
East Brunswick, NJ 08816
(800) 462-COIN
(201) 390-9009
FAX: (201) 390-3373

Communidyne
636 Anthony Trail
Northbrook, IL 60062
(800) 637-8363
(708) 498-2444

Daemco Fun Riders
P.O. Box 596
Grapevine, TX 76051
(817) 481-3273
FAX: (817) 488-1493

Data East USA
1850 Little Orchard St.
San Jose, CA 951255
(408) 286-7080
FAX: (408) 971-0722

Design Plus
737 E. Marietta Ave.
Peoria Heights, IL 61614
(309) 682-9359
FAX: (309) 682-9394

Don Ball & Assoc.
1315 Third Ave.
Spring Lake, NJ 07762
(908) 449-1413

Doyle & Associates
P.O. Drawer 49467
Sarasota, FL 34230
(800) 237-4263
(813) 366-3735
FAX: (813) 366-5197

Drew Industries
120 Southwest Drive
Spartanburg, SC 29301
(803) 574-0162
FAX: (803) 574-7680

Dynamo Corp.
2525 Handley-Ederville Rd.
Richland Hills, TX 76118
(800) 527-6054
(817) 284-0114
FAX: (817) 284-7606

BUYER'S GUIDE INDEX

Dynasty Entertainment
R.D. 4, Box 73
Hollidaysburg, PA 16648
(800) 327-0133
(814) 696-9192

Elektro-Mobiltechnik GMBH
D-5419
Raubach, West Germany
02684/4066
FAX: 02684/5745

Exidy Inc.
2688 C Middlefield Road
Redwood City, CA 94063
(415) 364-5201
FAX: (415) 364-5286

Exit Entertainment
4520 W. Dickens
Chicago, IL 60639
(312) 292-4499
FAX: (312) 292-4543

F.A.B. Electronics
1 Vanderbilt Ave.
Pleasantville, NY 10570
(914) 769-5104
FAX: (914) 769-0405

Fabtek
8434 154th Ave.
NE Redmond, WA 98052
(206) 881-0900
FAX: (206) 881-6503

Falgas U.S.A.
1559 NW 79th Ave.
Miami, FL 33126
(305) 471-0476
(800) 772-3912
FAX: (305) 471-0381

Farr Scales
417 W. Main St.
Hummelstown, PA 17036
(717) 566-9449
FAX: (717) 566-5721

Floating Flowers
12615 Steele Creek Road
P.O. Box 410667
Charlotte, NC 28241
(704) 588-4358
FAX: (704) 588-5938

Foto Fantasy
302 Winchester St.
Newton, MA 02161
(617) 332-9270
FAX: (617) 969-0291

Full Swing Golf
12315 Oak Knoll Rd.
Suite 200B
Poway, CA 92064
FAX: (619) 486-0718

GaMCO
2153 10th St.
Sarasota, FL 34237
(800) 642-7763
(813) 366-1133
FAX: (813) 366-1134

Golden Years Amusements
P.O. Box
1306 Castroville, CA 95012
(408) 384-5800
FAX: (408) 633-5494

Grayhound Electronics
Rt. 37 & Germania
Station Road
P.O. Box 1697
Toms River, NJ 08754
(908) 341-5200
FAX: (908) 341-6560

Hoops USA
1806 Main
Fargo, ND 58103
(701) 280-3054
FAX: (701) 235-6706

ICE (Innovative Concepts in Entertainment)
101 Kensington Ave.
Buffalo, NY 14215
(800) 342-3433
(716) 833-0481
FAX: (716) 833-1342

Imageware/People Postcards
4330 LaJolla Village Dr.
Suite 270
San Diego, CA 92122
(619) 457-8600
FAX: (619) 457-8290

Imagination Leisure
251 Dixon Ave.
Amityville, NY 11701
(516) 842-4242
FAX: (516) 842-0532

Innovative Industries
2605 Grand Ave.
Carthage, MO 64836
(800) 344-7467
(417) 358-6891
FAX: (417) 358-1849

Jeron Technology
2029 No. Dixie Hwy.
Pompano Beach, FL 33060
(800) 321-6221
(305) 784-0700
FAX: (305) 784-9888

Johnston Products
627 16th Ave.
East Moline, Il 61244
(800) 747-1144
(309) 755-5021
FAX: (309) 755-1684

Kiddie Amusements (Dudley's)
P.O. Box 939
Florence, MS 39073
(800) 647-6460
FAX: (601) 845-8338

Kiddie's Mfg.
P.O. Box 1146
Lares, Puerto Rico 00669
(809) 897-3180
(809) 897-3605
FAX: (809) 897-3377

Kiddie Rides USA
604 Main St.
Davenport, IA 52803
(800) 553-8000
(319) 326-6060
FAX: (303) 771-7567

Kiddie World
Rt. 2
California, MO 65018
(314) 796-4232
FAX: (314) 796-3452
(kiddie ride refurbishing)

Kramer Mfg.
451 Magnolia Ave.
Croydon, PA 19020
(800) 631-2126
(205) 788-8516
FAX: (215) 788-8953

Lazer-Tron Corp.
7042B Commerce Circle
Pleasanton, CA 94566
(415) 460-0873
FAX: (415) 460-0365

Lorin Assoc.
216 Meramec Station Rd.
Valley Park, MO 63088
(314) 225-8298
(kiddie ride refurbishing)

Lucky Associates
State Highway W. Route 2
Conway, MO 65632
(800) 468-5825
(417) 589-6700
FAX: (417) 589-3031

Machine-O-Matic
51 Bertrand Ave.
Scarborough, Ontario
Canada M1L 4P3
(416) 750-4900
FAX: (416) 750-1175

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Mayoni Enterprises
10340 Glenoaks Blvd.
Pacoima, CA 91331
(800) 899-2488
(818) 899-0152
FAX: (818) 899-0152

Maxima Entertainment
23342 Peralta Bldg. #9
Laguna Hills, CA 92653
(714) 859-3826
FAX: (714) 588-1165

Meltec Inc.
1550 B Las Plumas Ave.
San Jose, CA 95133
(800) 356-4777
(408) 923-1302
FAX: (408) 923-0835

Mike Munves Corp.
P.O. Box 129
Elmsford, NY 10523
(914) 347-3781

Miracle Recreation
P.O. Box 420
Monett, MO 65708
(800) 523-4202
(515) 236-7536
FAX: (417) 235-3551

Mr. Vend
9601 Owensmouth Ave. #2
Chatsworth, CA 91311
(818) 718-6061
FAX: (818) 718-0712

Namco-America
3255-1 Scott Blvd. Suite 102
Santa Clara, CA 95054
(408) 496-6371
FAX: (408) 496-6399

National Sports Games
3669 E. La Salle St.
Phoenix, AZ 85040
(602) 470-1490
FAX: (602) 470-1495

National Entertainment Technology
State Hwy. 38 E.
P.O. Box 648
Marshfield, MO 65706
(800) 458-4116
(417) 468-2900

National Vendors
12955 Enterprise Way
St. Louis, MO 63044
(314) 298-3500
FAX: (314) 298-3500

Nevis Inc.
P.O. Box 2717
Olathe, KS 66062
(913) 764-5554
FAX: (913) 764-0540

Play Ball! Cards and Novelties
7600 Wayzata Blvd.
Suite 422
Minneapolis, MN 55426
(800) 488-9152
(612) 593-9152

Pop-A-Shot
1050 E. Pacific
P.O. Box 1073
Salina, KS 67402
(913) 827-6229
FAX: (913) 827-6336

Premier Technology
759 Industrial Dr.
Bensenville, IL 60106
(708) 350-0400
FAX: (708) 350-1097

Quick Silver Development
444 Davis St.
San Leandro, CA 94577
(510) 895-9699
FAX: (510) 895-9747

Rainbow Amusements
114 Roseville Road
Westport, CT 06880
(203) 454-2179
FAX: (203) 454-2584

Rainbow Cranes
12850 Brookprinter Pl.
Poway, CA 92064
(619) 748-7157
FAX: (619) 679-3576

Robinson Kiddie Rides
238 Phillips Lane
London, KY 40741
(606) 864-8809

Sega Enterprises
2149 Paragon Dr.
P.O. Box 610550
San Jose, CA 95161
(408) 435-0201
FAX: (408) 435-0294

Seidel Amusement
P.O. Box 11162
Albuquerque, NM 87192
(505) 298-6994
FAX: (505) 291-0052

Selectra Intl.
2329 Story Ave.
Bronx, NY 10473
(212) 931-4800
FAX: (212) 931-4802

Skee-Ball Inc.
121 Liberty Lane
Chalfont, PA 18914
(215) 997-8900
FAX: (215) 997-8982

Skill Games Inc.
2385 Pacific Ave. Unit D
Long Beach, CA 90803
(213) 988-8977
FAX: (213) 988-8979

Smart Industries
1626 Delaware Ave.
Des Moines IA 50317
(800) 553-2442
(515) 265-9900
FAX: (515) 265-3148

Standard Kiddie Rides
8384 Frankstown Ave.
Pittsburgh, PA 15221
(412) 243-6700
FAX: (412) 243-6710

Standard Metal Typer
3725 N. Talman Ave.
Chicago, IL 60618
(800) 782-1100
(312) 935-8295
FAX: (312) 935-9739

Star Mfg.
125 Royal Woods Ct.
Suite 140
Tucker, GA 30084
(404) 270-2900

Steiner Mfg.
617 Sackett St.
Brooklyn, NY 11217
(800) 445-4321
(718) 875-0835
FAX: (718) 858-3897

Taito America
390 Holbrook Drive
Wheeling, IL 60090
(708) 520-9280
FAX: (708) 520-1309

Tech Vend Marketing
77 Accord Park Drive
Norwell, MA 02061
(800) 554-4325
(617) 878-7330
FAX: (617) 871-0991

Theisen Vending
8024 W. 21st Court
Hialeah, FL 33016
(305) 557-8356
FAX: (305) 821-9414

Total Scale System
1040-B N. Dutton
Santa Rosa, CA 95401
(707) 526-2221
FAX: (707) 526-0644

Val Enterprises
1434 West Belt No.
Suite 120
Houston, TX 77043
(713) 496-2900

Vari-Tech Intl.
4520 Spartan Industrial Drive
Grandville, MI 49418
(800) 245-2737
(616) 538-4088
FAX: (616) 538-1281

Windy Balloon Corp.
106 W. Gardena Blvd.
Gardena, CA 90248
(213) 532-5353
FAX: (213) 532-5328

Wedges/Ledges of Calif.
123 Intl. Boardwalk
Redondo Beach, CA 90277
(800) 553-3439
(213) 374-9982
FAX: (213) 374-2387

Williams Electronics
3401 California Ave.
Chicago, IL 60618
(312) 267-2240
FAX: (312) 267-8435

Zamperla Inc.
P.O. Box 5545
Parsippany, NJ 07054
(800) 888-8878
(201) 334-8133
FAX: (201) 334-6880

Zytronics
8823 S.W. 129
Terrace Miami, FL 33176
(305) 251-3775
FAX: (305) 254-1763

TICKET MANUFACTURERS

Muncie Novelty
P.O. Box 823
Muncie, IN 47308
(317) 288-8301
FAX: (317) 288-3434

National Ticket
Ticket Ave.
Shamokin, PA 17872
(717) 648-6803
FAX: (800) 326-9320

TICKET DISPENSERS

Clever Devices
P.O. Box 2002
Port Washington, NY 11050
(516)767-0682
FAX: (516) 767-3635

Deltronic Labs
120 Liberty Ln.
Chalfont, PA 18914
(215) 997-8616
FAX: (215) 997-9506

MERCHANDISE SUPPLIERS

A & A Co.
1930 Greenspring Dr.
Timonium, MD 21093
(301) 252-1020
(800) 638-6000
Telex: 4990868 AACOMD
FAX: (301) 252-7137
Product Line: capsules, eggs

A & G Dist. Co.
1321 S 30th Ave.
Hollywood, FL 33020
(305) 923-5815
(800) 228-0925
FAX: (305) 923-5894
Product Line: plush; pre-packs

A.L.D. Services Inc.
519-A & B Rudder Rd.
St. Louis, MO 63026
(314) 349-5050
(800) 77P-LUSH
FAX: (314) 349-5137
Pres.: Alan L. Deutschmann
Product Line: crane and redemption merchandise

Accessories Unlimited Inc.
20526 N Milwaukee Av
Dearfield, IL 60015
(708) 520-4180
Product Line: crane and rotary supplies; jewelry

Ace Novelty Co.
3815 S Ashland
Chicago, IL 60609
(312) 847-2600
(800) 926-1223
FAX: (312) 847-7942
Product Line: crane and rotary merchandise; stuffed toys; full redemption and premiums line including licensed items

Ace Novelty Co.
1855 Industrial St.
Los Angeles, CA 90021
(213) 626-0500
(800) 421-4226
FAX: (213) 625-0743
(800) 621-1570 (Chicago)
(800) 759-1223 (Seattle)
Product Line: crane and rotary merchandise; redemption center merchandise; plush toys

Ace Novelty Co.
13434 NE 16th St.
Bellevue, WA 98005
(206) 644-1820
(800) 759-1223
Telex: 3729-480
FAX: (206) 641-0195
(604) 299-7511 (Canada)
(800) 421-4226 (Los Angeles)
(800) 926-1223 (Chicago)
Product Line: crane and rotary merchandise

Acme Premium Supply Corp.
4100 Forest Park Blvd.
St. Louis, MO 63108
(314) 531-8880
(800) 325-7888
Telex: 447231
FAX: (314) 531-2106
Spanish Orders: (800) 999-5399
Fax:(800) 999-5799
Pres.: Robert V. Dawson
Product Line: crane and rotary merchandise; redemption items; toys; novelties

Angel's Toys Ltd.
329 W Miraloma Ave.
Glendale, CA 91204
(818) 768-1393
(800) 229-1393
FAX: (818) 768-4043
Contact: Cindy Faith
Product Line: crane and rotary novelty items

Asia Star Enterprises
14555 Valley View Ave.,
Suite C
Santa Fe Springs, CA 90670
(213) 921-5538
Product Line: redemption supply

B & C Toys
Route 37 and
Germania Station Rd.
Toms River, NJ 08753
(800) 833-4667
(800) 222-0491
FAX: (908) 341-6560
Product Line: premix stuffed toys for cranes

Best Mfg. Co.
914 E Moreland Blvd Hwy 18
Waukesha, WI 53186
(414) 547-5051
(800) 962-4486
FAX: (414) 547-0905
Product Line: stuffed toys for crane machines

Betson Enterprises
303 Patterson Plank Rd.
Carlstadt, NJ 07072
(201) 438-1300
(800) 524-2343
FAX: (201) 438-4925
Product Line: crane and redemption items

Bonita Marie Co.
1540 Rt. 37 W Suite 2
Toms River, NJ 08755
(908) 349-1994
(800) 272-6375
FAX: (908) 341-4056
Product Line: novelties; jewelry; licensed merchandise; specially packaged products for cranes, rotaries and dozers

Dan Brechner & Co.
31 Stewart St.
Floral Park, NY 11001
(516) 437-8400
(800) 645-8142
FAX: (516) 352-1744
Product Line: redemption merchandise for arcades, family fun centers, amusement parks and vending operators

Button Master
P. O. Box 129
Bridgeport, PA 19405
(215) 277-1966
(800) 523-1197
FAX: (215) 277-7695
Product Line: slogans, nostalgia, and rock 'n roll artist buttons; assortments for cranes, rotaries and redemption

China Source
3600 S Harbor Blvd. 18
Channel Islands Harbor, CA 93035
(805) 984-0871
FAX: (805) 985-5866
Product Line: plush

Chulani Intl.
35 N Middaugh St.
Somerville, NJ 08876
(201) 704-0201
(800) 248-5264
FAX: (201) 704-0205
Product Line: crane and redemption merchandise; gifts; neon goods; and more

Classic Inc.
Rt. 37 & Germania
Station Rd.
Toms River, NJ 08754
(800) 833-4667
FAX: (908) 341-6560
Product Line: stuffed toys and novelties; sports and trading cards

Cloud 9
31 Stewart St.
Floral Park, NY 11001
(516) 437-8400
(800) 645-8142
FAX: (516) 352-1744
Product Line: stuffed animals for amusement parks, arcades, family fun centers and vending operations.

Coast to Coast Amusement Game Dist.
503 Giuseppe Ct. Suite #5
Roseville, CA 95678
(916) 784-6611
(800) 752-9879
FAX: (916) 784-6887
Product Line: plush prepaks, redemption prizes, bulk plush

Cranes of Texas
597 E Crosstimbers
Houston, TX 77022
(713) 695-4220
FAX: (713) 695-1145
Product Line: supplies for all redemption machines

Creative Products Mfg. Co.
P. O. Box 1794
Allentown, PA 18105
(215) 866-2001
(800) 842-8997
FAX: (215) 434-7588
Product Line: gag gifts for cranes and practical jokes

Davis Music Co. Inc.
3515 McCrays Mill Rd.
Sumter, SC 29154
(803) 494-3333
Product Line: nylon carrying bags for plush toys

Debbie's Amusements
237 W Evans St.
P. O. Box 1829
Florence, SC 29503
(803) 664-8808
(800) 446-4569
FAX: (803) 664-1834
Product Line: plush and novelty supplies for crane and redemption equipment

Frey & Frey Ent. Ltd.
186 Park Ln.
Middle Island, NY 11953
(516) 924-8574
Product Line: jewelry and novelty in 2.5" and 3.5" plastic cases

Gift Creations Inc.
10301 Norris Ave.
Arletta, CA 91331
(818) 896-7466
(800) 468-0773
FAX: (818) 897-7837

Good Stuff Corp.
47-00 33rd St.
Long Island City, NY 11101
(718) 937-3333
FAX: (718) 937-1037
Product Line: quality stuffed animals for the crane industry,amusement parks, redemption centers; officially licensed sports products including NFL, NBA, MLB,and NHL

Graco Vending Co.
3780-C Bethania
Station Rd.
Winston-Salem, NC 27106
(919) 924-5552
(919) 924-2558
Product Line: bulk vending products; Bucky's Balloon vendors

Hayes Specialties Corp.
1761 E Genesee
Saginaw, MI 48601
(517) 755-6541
(800) 248-3603
FAX: (517) 755-2341
Product Line: cranes and rotary merchandise

HMS Monaco
135 W 20th St.
New York, NY 10011
(212) 691-9000
(800) 777-0901
FAX: (212) 727-1382
Product Line: manufacturer and importer of distinctive costume jewelry and unique novelties packaged for cranes, retail and redemption needs, and plush

Hollywood Creations Co.
135 W 20th St.
New York, NY 10011
(212) 924-2122
Product Line: crane, novelty and rotary supplies; novelty pack for bars and lounges

Impressment Plus Inc.
6217 Factory Rd.
Crystal Lake, IL 60098
(815) 455-2031
(800) 274-2031
FAX: (815) 455-2074
Product Line: plush and plastic toys and boxed jewelry for cranes 4" to 6-1/2'

Innovative Industries Inc.
2605 Grand Ave.
Carthage, MO 64836
(417) 358-6891
(800) 344-7467
FAX: (417) 358-1849
Product Line: prize-filled capsules in bulk

Jaisy Inc.
4212-1/2 Glencoe Ave
Marina Del Rey, CA 90292
(213) 306-5062
(800) 736-TOYS
Telex: 403 549SOFTI UD
FAX: (213) 306-4472
Product Line: promotional stuffed toys—crane specialties

Joissu Products, Inc.
3601 Vineland Rd. Suite 10
Orlando, FL 32811
(407) 648-8746
FAX: (407) 649-8630

Kang's Enterprise Inc.
530 Washington St.
Johnstown, PA 15901
(814) 536-7622
(800) 622-5443
FAX: (814) 535-2165
Product Line: plush toys and novelties

T. J. King & Co.
1321 Louis Ave.
Elk Grove, IL 60007
(708) 427-9033
(800) 527-6482
Telex: 270590
FAX: (708) 427-9945
Product Line: crane merchandise, gumballs, etc.

King Plush
24414 S Main St. Suite 204
Carson, CA 90745
(213) 834-0499
(800) 473-3402
FAX: (213) 834-7905
Product Line: plush

Laramie Interests Inc.
3635 Willowbend Blvd.
Suite 318
Houston, TX 77054
(713) 666-4945
(800) 521-8697
FAX: (713) 723-1831
(800) 237-5874
Product Line: custom plush assortments

Li'l Mort Sales Inc.
4141 W Belmont
Chicago, IL 60641
(312) 545-4141
(800) LIL-MORT
Product Line: novelty supplies for crane operators and vendors

Lin Lyn Trading
P.O. Box 67 N
Salt Lake, UT 84054
(801) 298-5601
Telex: 4944107 LLTD
FAX: (801) 292-6779
Product Line: merchandiser supplies

M.S. Toy & Novelty
4710 Lee Hwy.
Bristol, VA 24201
(703) 669-9555
(800) 451-8697
FAX: (703) 669-8961
Product Line: bulk sales, prepacks, plush, electronics and novelties

Marvel Trading Co.
200 Fifth Ave. Suite 302
New York, NY 10010
(212) 645-3113
Telex: 237329 MARVL UR
FAX: (212) 243-6401
Product Line: crane and rotary merchandise

May Lei U.S.A. Inc.
1831 Tapo St.
Simi Valley, CA 93063
(805) 520-7100
(800) 248-8695
FAX: (805) 520-7100
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Merchandise Intl.
91-246 Oihana St.
Ewa Beach, HI 96707
(808) 682-2821
(800) 537-BEAR
FAX: (808) 682-4016
Product Line: crane and rotary merchandise, plush, crane, slum and redemption merchandise

Miraco Industries
P.O. Box 931
Lake Geneva, WI 53147
(414) 248-6240
FAX: (414) 248-6425

Nadel & Sons Toy Corp.
915 Broadway
New York, NY 10010
(212) 254-1677
(800) 234-4697
Telex: 426429 NADSON
FAX: (212) 505-7160
Product line: merchandise for cranes, rotaries, and other vending machines and redemption

NANCO/Nancy Sales Co. Inc.
22 Willow St. IMCN
P.O. Box 6477
Chelsea, MA 02150
(617) 884-1700
(800) 626-2947
FAX: (617) 884-0171
Product Line: plush and novelties for cranes, midway games, and redemption; licensed properties

Natl. Enter. Tech. (NET)
State Hwy. 38 E
P. O. Box 648
Marshfield, MO 65706
(417) 468-2900
(800) 458-4116
Product Line: toy-filled and empty plastic eggs

National Merchandise of VA
758 Westover Dr.
Danville, VA 24541
(804) 793-7072
Product Line: merchandiser supplies

Oriental Trading Co. Inc.
4206 S 108th St.
Omaha, NE 68137
(402) 331-5511
(800) 228-2269
FAX: (402) 331-3873
Product Line: crane, novelties, toys and rotary merchandise, plush, stationary, giftware, party supplies, balloons, seasonal supplies (Halloween, Christmas, etc.)

Pachinko Palace
8853 Wilbur Ave.
North Ridge, CA 91324
(818) 772-0393
FAX: (818) 772-0395
Product Line: plush supplies; direct importer of plush; bulk crane plush, plush pre-paks

Parssine Group
106-02 Rockaway Blvd
Ozone Park, NY 11417
(718) 843-6100
(800) 752-2890
FAX: (718) 843-3926
Product Line: vending capsules, egg capsules, toy mixes, unique and exclusive straight toy products

Pearson Products Inc.
P. O. Box 13682 New Orleans, LA 70185
(800) 969-7587
Product Line: crane, novelty, and rotary supplies; lounge promotion paks, pulsating adult items, player appeal prepaks, holiday and special event paks

Play Ball! Cards & Novelties
3650 Gettysburg Ave.
Suite 42
Minneapolis, MN 55426
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(800) 593-9152
FAX: (612) 593-9152
Product Line: packaged sports cards for cranes and redemption

Plush 4 Play
11601 Seaboard Cir.
Stanton, CA 90680
(714) 893-8099
(800) 252-3687
FAX: (714) 892-0053
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Product Line: plush toys; kids' novelties and toys; adult bar novelties; adult novelties (risque and non-risque) ; prepaks; bulk

Plush Appeal
1021 St. Ferdinand St.
New Orleans, LA 70117
(504) 945-1242
(800) 899-1869
FAX: (504) 945-1385
Product Line: customized crane prepacks, stuffed animals, toys, jewelry and novelties; promotional, redemption and trade-up plush; seasonal and holiday assortments

P.M.I. Toys & Novelties
4310 Tejasco San Antonio, TX 78218
(512) 829-4666
(800) 562-5266
Telex: 510-600-5726
FAX: (512) 824-6565
(800) 562-5266
Product Line: plush toys for cranes and amusement industry; plastic toys and novelties for redemption

Preferred Plush
9615 Canoga Ave.
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(800) 545-0666
FAX: (818) 341-8144
Product Line: plush prepacks

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5452 McFadden Ave.
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(800) 992-2388
FAX: (714) 897-5260
Product Line: merchandise for cranes

Quality Plush
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Jefferson, LA 70121
(504) 833-8432
(800) 458-4354
(504) 833-8448
Product Line: assorted plush, balloon stuffers and retail

Rebecca's
1001 S Main St.
Euless, TX 76040
Product Line: plush supplies

RMK Sales Inc. (Treasure House)
148 Vincent Ave.
Lynbrook, NY 11563
(516) 887-0600
Product Line: name brand electronics, radios, TVs, VCRs, Walkmans, cameras, calculators,

Rosette Inc.
P. O. Box 2325
Bala Cynwyd, PA 19004
(215) 668-8392
(800) 426-6665
FAX: (215) 664-0125
Product Line: crane and rotary merchandise

Fred Silber Co.
22007 Woodward Ave.
Ferndale, MI 48220
(313) 399-7000
FAX: (313) 399-3046
Product Line: stuffed toys

N.G. Slater Corp.
220 W 19th St.
New York, NY 10011
(212) 924-3133
(800) 848-4621
FAX: (212) 627-7902
Product Line: advertising specialties, buttons, badges, emblems, etc.

Soft Things Inc.
55 Franklin Ave.
Brooklyn, NY 11205
(718) 624-3448
Telex: 429 900
FAX: (718) 625-3407
Product Line: crane and rotary merchandise; carnival line

Star Track Plush
148 Allen Blvd.
Farmingdale, NY 11735
(516) 293-6654
(800) 733-5013
FAX: (516) 293-5203
Product Line: novelty items and plush in capsuled form for cranes

Steiner Mfg. Co. Inc.
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Brooklyn, NY 11217
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(800) 445-4321
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Stuck-On-Stickers
350 Coney Island Ave.
Brooklyn, NY 11218
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FAX: (212) 532-6476
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Superior Toy & Novelty Corp.
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Oaklyn, NJ 08107
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(800) 544-4388
FAX: (609) 858-1765
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Tick Tock Inc.
154 W 27th St.
New York, NY 10001
(212) 206-8218
(800) 662-3302
FAX: (212) 206-8227
Product Line: watches, small electronics, calculators, alarm clocks, general merchandise, novelty items, premiums and incentives

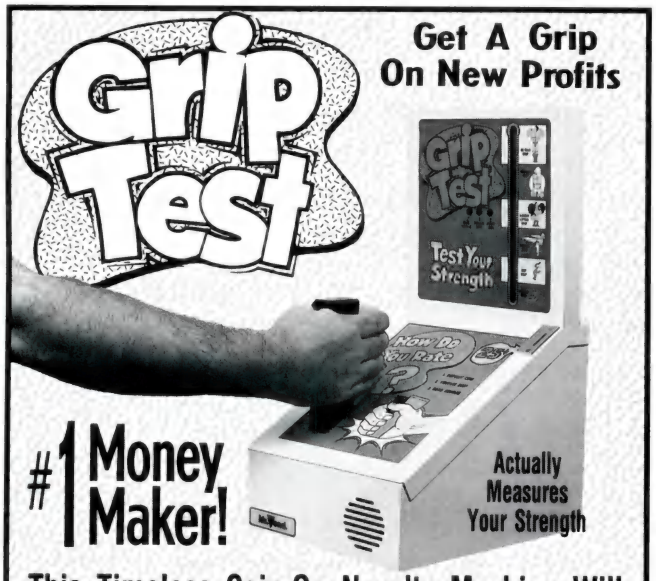
Toy House
612 N Rampart St.
New Orleans, LA 70112
(504) 524-8822
(800) 343-9990
Product Line: plush toys; pre-packs

U. S. Toy
1227 East 119 St.
Grandview, MO 64030
(816) 761-5900
FAX: (816) 761-9295
Product Line: plush toys, crane merchandise, small toys, novelties, jewelry, redemption items, flocked toys, banks, inflateables, gifts

Van Sickle & Co.
5939 Hwy.61-67
Imperial, MO 63052
(314) 464-3085
(800) 421-7431
Product Line: plush pre-packs

Video Americano (Toys & Tools for Us Inc.)
Pontezuela Plaza
16 V1 Av Ave.
Carolina, PR 00630 Puerto Rico (809) 257-1000
FAX: (809) 750-5415
Product Line: crane and rotary supplies

Windy Balloon Corp.
106 W Gardena Blvd.
Gardena, CA 90248
(213) 532-5353
(800) 421-1980
FAX: (213) 532-5328
(800) 523-8300 (CA)
Product Line: Fanky Malloon balloon supplies



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"Ticket Vic" Fortenbach

Have a ball with pinball redemption

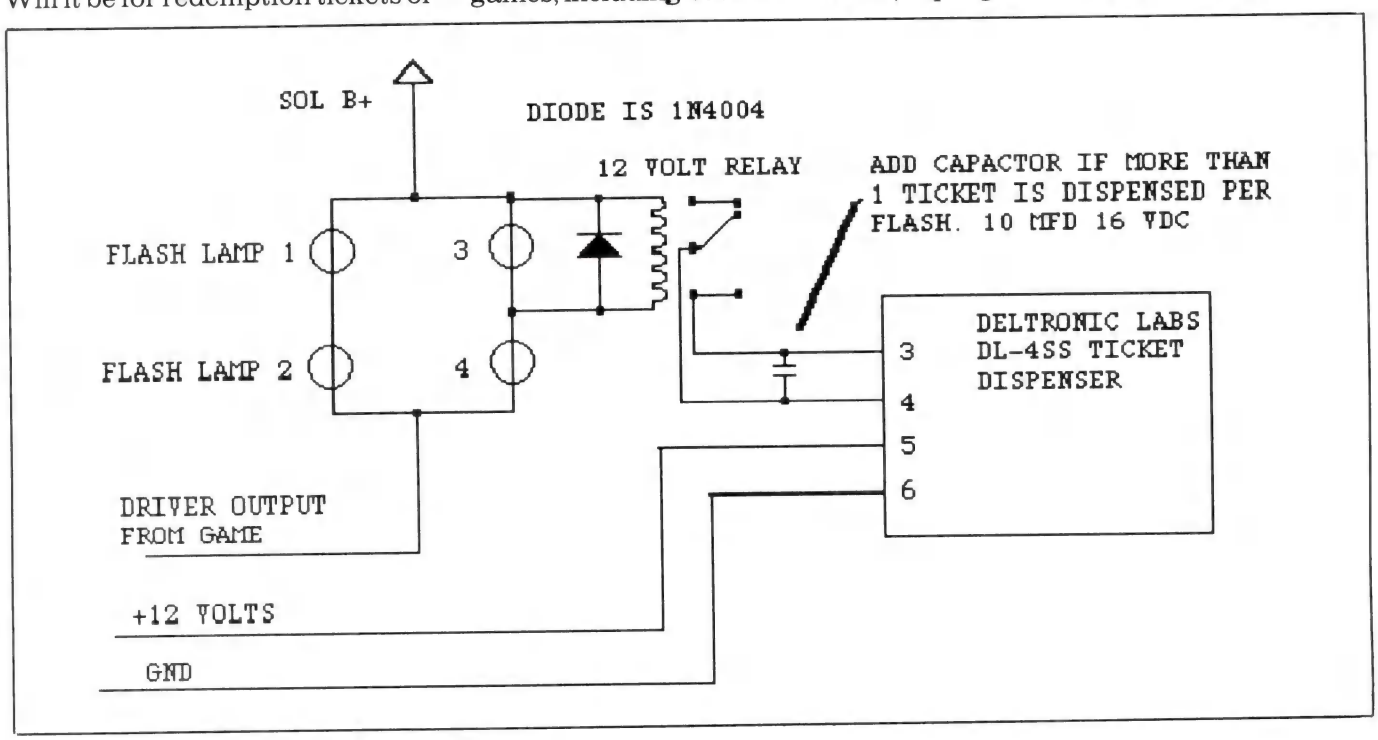
You can increase the overall playability and income on your pinball games by adding a ticket or sports card dispenser. Dispensing a ticket or card when a free game, extra ball, or match has been achieved is a real bonus for players. It's one that will keep them coming back to that game to accumulate more prizes.

Adding a ticket or sports card dispenser to a pinball game requires some thought. You must first decide which dispenser to use. Will it be for redemption tickets or sports cards? Both types are electrically equivalent, so the connections to the game will remain the same.

Various redemption kit configurations are available. Williams/Bally makes two ticket kits for its games, Deltronic Labs markets a kit for older pinball games, or you can connect a one-pulse, one-ticket dispenser to a knocker or playfield flash lamp.

Williams part #602-04 is a redemption kit for its system 11 games, including but not limited to, *Elvira, Dr. Dude, Black Knight 2000*, and *Whirlwind*. Connection of this kit is limited to the B-10686 knocker coil and will award a ticket whenever the knocker energizes.

The second Williams kit, part #604-04, is for all WPC system games, starting with *Fun House*. The WPC system ticket kit offers the most flexibility, since you can program the game to vend a single ticket for each special, extra ball, match, or high score to date. The programming will not allow for



both a free game *and* a ticket; it's one or the other.

Before you purchase the WPC ticket kit, check the WPC setup in your game for "AD 31." This function sets, or turns on, the ticket dispenser. Some early production games may have left the factory without this function. If this is the case, new ROMS are available from your distributor.

The WPC ticket kit comes complete with everything you need except the actual ticket dispenser and the outside enclosure. Williams recommends using a Deltronic Labs #DL-1275 ticket dispenser.

Since the ticket dispenser will not fit easily into the pinball cabinet, an outside mounting enclosure is needed for the ticket dispenser. This can be purchased from Deltronic Labs. The enclosure for the card dispenser must be purchased from the manufacturer of the card dispenser, since each one has its own size and mounting considerations. You can mount the ticket or card dispenser enclosure on the left or right side of the pinball cabinet, or under the coin door.

Williams also makes redemption kits, part #601-04 and #605-04, for shuffle alleys. Contact a Williams distributor for more information. Deltronic Labs has a ticket kit for older electro-mechanical pinball games. This kit is connected to a coil on the playfield, like the kick out/eject hole and then to the "game over" lamp.

The ticket setting is very flexible. You can set this board to dispense up to 15 tickets after an adjustable 0 thru 15 "ball kick outs." A third setting makes time between tickets available.

This ticket kit is only for older electro-mechanical pinball games. Be forewarned that connecting this kit to an electronic pinball will destroy the lamp driver circuitry.

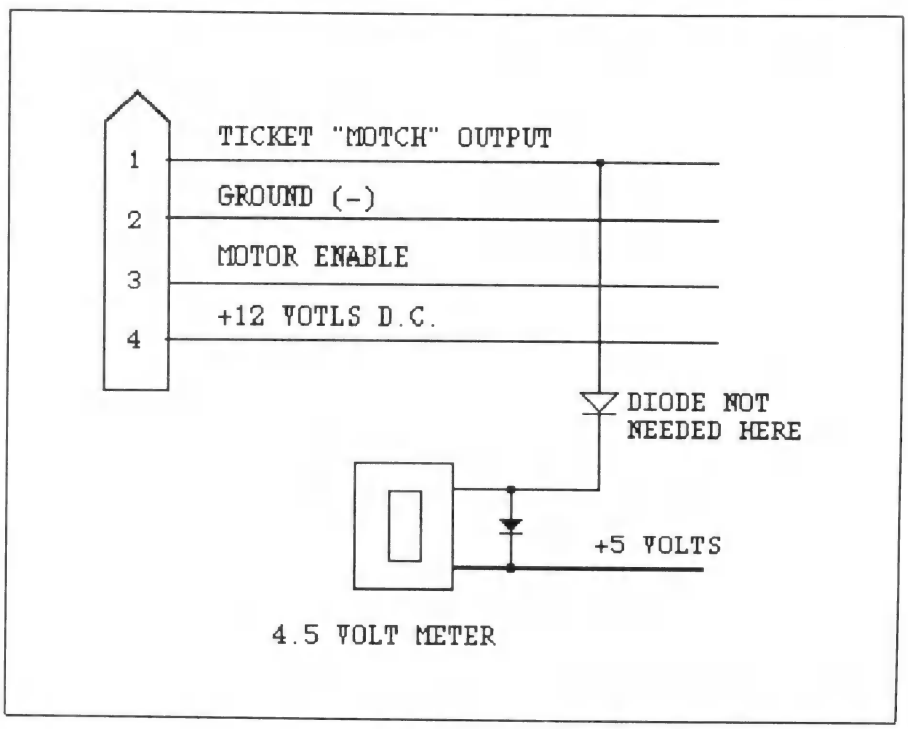
The final way to connect a ticket or card dispenser to a pinball is the easiest. It involves an outside enclosure and a one-pulse, one-ticket or card dispenser. This idea was first tried on a Williams *High Speed* pinball by Doug Vandegrift of Paradise, Calif.

The *High Speed* pinball lights two flash lamps each time the ball runs through the left or right flipper return lanes. If a ticket dispenser was connected using the circuit shown, a single ticket would be dispensed to the player for each flipper return shot. Williams *Comet* also features flash lamps for the center ramp shot, so this circuit also will work with no problem.

This circuit can be used with any game that uses 12-volt flash lamps. All of the parts used in the circuit are available from Radio Shack.

Correction

An error has been detected in the March "Ticket Tech" column. The diode that is connected between the "notch" wire output and the ticket meter is backwards. In fact, this diode is not needed if you are using +5 volts. See the corrected drawing for more info. □



4.5 VOLT METER

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Irving Blackman

With your help, a big tax victory is possible

I'm writing this column in San Diego while waiting for my flight home to Chicago. I've just given a seminar at the national convention of a large business trade association, where my topic was "New Ways to Win the Transfer Succession Game." The audience was made up of owners (and their spouses) of closely held businesses.

The subject that kept coming up, however, was President Bush's State of the Union speech, particularly the portion dealing with tax breaks for businesses to help "growth" (President Bush's word). A business owner in the audience asked, "Irv, what would you suggest?"

My answer to his question was to introduce, for the first time in public, the Blackman Initiative for Growth of Small Business (BIG, for short). In a nutshell, here's how it would work: all qualifying businesses (in general, a business with less than $75 million in gross annual revenues) would pay all or a portion of their income tax liability, the Deferred Tax Liability, to the IRS over a five-year period without interest.

How would the Deferred Tax Liability be determined? It requires just four simple steps each taxable year.

Step #1: Calculate your Qualified Asset Increase by adding three numbers together each year: your increase in accounts receivable, your increase in inventory, and fixed assets (land and depreciable property used in the business) acquired that year. Assume your Qualified Asset Increase is $100,000 for your year ending in 1993.

"It's easier to use the optional mileage allowance method when calculating auto expenses. There's more good news: the IRS just increased the allowance to 28 cents per mile."

Step #2: Determine if your Qualified Asset Increase is five percent or more of your total of accounts receivable, inventory, and fixed assets (at book value) at the end of the preceding year (called your Annual Asset Base). Suppose your Annual Asset Base was $1 million for your year ending in 1992. You qualify for the Deferred Tax Liability. Why? Because five percent of $1 million is $50,000 and your Qualified Asset Increase is larger—$100,000.

Step #3: A) Determine your tax liability (say, $90,000) for 1993 in the normal way; B) Reduce your taxable income by your Qualified Asset Increase ($100,000), then refigure your tax liability (say, $60,000); C) Subtract B from A. The difference ($30,000) is your Deferred Tax Liability. The $60,000 is payable to the IRS in the usual way.

Step #4: Divide your Deferred Tax Liability ($30,000) by five, which gives you $6,000. Pay $6,000 of the $30,000 when you file your 1993 tax return, another $6,000 in 1994, and so on until the $30,000 is paid in full.

(Note: The above four-step listing does not attempt to cover every rule and exception under BIG.)

The key question is whether the tax deferral technique will spur the growth the president is looking for. Well, think about this: businesses will want to grow, financed in part by the tax deferral. Growth means more jobs. Banks will loosen their credit purse strings to finance this growth, because the businesses will have fattened their balance sheets with assets to collaterize the loans. The government will have a stream of future income as the deferred taxes are paid. You can undoubtedly add other ways in which BIG will not only help jumpstart the economy but keep it going in the long-term.

Even if you think BIG (or as one member of the audience dubbed it,

"Blackman's Initiative") has merit, we can't stand by and let George do it (pun intended). We've got to take matters into our own hands.

OK, we're in this together. Here's the plan. Everyone, and I mean everyone, who reads this should take the following actions to ensure this tax reform for small business:

Action A: Let Washington know you support BIG. Send a copy of this article to President Bush (1600 Pennsylvania Ave., Washington, D.C. 20500), but more importantly, send it to your representative in Congress and your two senators. You might also include an appropriate letter.

Action B: Send a copy to the managing editor of your favorite newspapers and trade journals.

Action C: Send a copy to your trade association, with instructions to send a copy to all of its members. Let me know which trade associations you belong to and we'll also lobby them for their support of BIG.

Action D: Send a copy to 10 or more business owners (your customers, suppliers, or friends).

Action E: Write the words "I did it!" on your business card or letterhead and send it to BIG, c/o Blackman Kallick Bartelstein, 300 S. Riverside Plaza, Chicago, IL 60606. We'll keep you informed of the changes and help educate you once the new law is passed. Here's to a BIG victory for every closely held business in America.

IRS inches up auto mileage allowance

Are you tired of keeping records of the actual expenses you pay for the business use of your car? Well, take heart, because there's an easier way to do it. You can use the optional mileage allowance method when calculating auto expenses. If you use the optional method, keeping records of each expense is no longer necessary. Instead, simply keep track of your business miles driven and use the IRS's mileage allowance.

And here's more good news: the IRS just announced an increase in the allowance to 28 cents per mile for 1992 (up from 27-1/2 cents in 1991).

Here's an example. Sue does a lot of auto traveling in her line of work. She is tired of keeping records for gas receipts, repairs, and maintenance. Sue stopped keeping records of her actual expenses in June 1991. She only kept track of business miles—25,000 for all of 1991.

How does Sue figure her auto expense deduction for 1991? It's simple: by multiplying the 25,000 miles by 27-1/2 cents. Her deduction is

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$6,875. The same business miles in 1992 will produce a deduction of $7,000. But wait, there's more. In addition to the mileage deduction, Sue can deduct 100 percent of her business tolls and business parking.

The mileage allowance may or may not be your best tax bet. Take advantage of it only if you have neither the time nor the inclination to keep those expense receipts, or if past practice has proved that your actual expenses (including depreciation) are less than the allowance. If your actual expenses are more than the allowance, you must decide if the reduced recordkeeping (mileage only) is worth the lost tax dollars caused by the smaller deduction.

As usual, the IRS falls short when giving a tax break. Hear this! The rate for a car operated in connection with charitable activities remains unchanged at 12 cents per mile. It's even worse for medical expense and moving expense deductions: a stingy nine cents per mile remains the same.

Disability insurance: what you should know

Most closely held business owners have their corporations pay the premiums for their disability insurance coverage. They consider it the perfect employee fringe benefit—the corporation gets a tax deduction equal to the premium cost, and the owner walks away with a tax-free benefit. It sure sounds like a good tax deal. In fact, this benefit is such a good tax deal that it's a popular perk often given to highly paid executives.

But the above only tells half the tax story—the good half. Unfortunately, most employees—owners and executives alike—don't know the other half of the tax story and don't discover the sad consequences until it's too late. You see, when disability payments are received by the employee from the insurance company, the amount received is taxable income. The rule is simple: when the employer pays the costs of a disability plan, the employees are taxed when they receive the benefits. Ouch!

Is there a way out of this tax box? Yes, and here's the rule: when the employees pay their own disability premiums, their benefits are tax-free (See Ltr. Rul. 911027). Now that you know the rules, you can make an informed choice.

Just one more thought. If you decide to go the tax-free benefit route, you (as the employer) might consider giving each high-paid employee a raise (deductible by the employer) equal to the amount of the premium. The employee, subject to paying the income tax on the raise, could then use the increase to pay the premium. □

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Mardi Gras, Melody Mouse

Coastal Amusement Distributors introduces a snazzy multi-player coin pusher named *Mardi Gras* and a skill redemption game titled *Melody Mouse*.

Mardi Gras is a Harry Levy creation that's available as either a ticket or token-dispensing game. A four-sided centerpiece, it features three bonus slides (left, right, and center) for players to aim their coin to each area of the playfield through one of three fixed coin entries per station.

Standard are full anti-cheat package, tilt alarm, and no awards until further coins are inserted. It is fully metered and has a musical attract mode and lighting package. Dimensions are 60" long, 60" wide, and 81" high.

Melody Mouse offers a challenge for all ages and tests eye-hand coordination. As colorful ping pong balls travel up a vertical playfield, players try to release the balls into a fixed row of tubes that are part of Melody's pipe organ. Rewards are based on successfully filling the tubes in consecutive order.

Standard are ticket dispenser, realistic sound, adjustable award schedule, and a mahogany and woodgrain cabinet. Dimensions are 28" long, 28" wide, and 78" high.

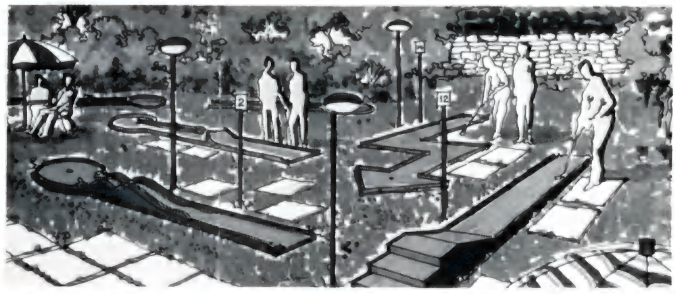
For more information, or distributor referral, write Coastal Amusement Distributors Inc., 601 Prospect St., Lakewood, NJ 08701; (908) 905-6662; FAX (908) 905-6815.

Game cabinet

Games of Tennessee offers a new cabinet that's uniquely designed for the gaming industry. This cocktail cabinet is available with any 8-line-type game, as well as the company's *Hi-Lo Poker, Poker Plus*, and *Turbo I & II*.

Components are the same as other upright models: a Wells-Gardner monitor, 12-amp power supply, and a choice of dollar bill validator.

For more information, or distributor referral, contact Games of Tennessee Inc., 1220 W. Jackson St., Shelbyville, TN 37160; (800) 456-6882; FAX (615) 685-0144.



Mini-golf course

Adventure Golf Services is currently distributing an Italian-made miniature golf course to the United States, Canada, and Mexico. The portable course, manufactured by Artman Italiana, consists of 18 holes and has been designed under advice of the Italian Golf Course Federation.

Each fiberglass, multicolored playing surface averages 18 feet by two feet in size and 110 pounds in weight. All 18 holes, designed with different degrees of difficulty for regular and tournament play, will fit in a 3,000-square-foot area. For those who choose to place the course outdoors, built-in drainage allows the course to be easily useable after a rain.

In place of carpet, the playing surface incorporates a unique spray-on application that can be replaced as needed. Each unit is brightly colored in gel-coat colors of red, yellow, green, and blue.

For more information, contact Adventure Golf Services, P.O. Box 4058, Traverse City, MI 49685-4058; (616) 922-8166.

CD Wallette

Rowe International introduces the latest addition to its *LaserStar* CD jukebox series, the *CD Wallette*. The unit was designed as a replacement for vinyl wallboxes and to open up new markets—ones that require small countertops and wall-mounted jukebox selectors.

Vinyl *Wallette*s reached their peak in diners and restaurants of the '50s, '60s, and '70s. During this period, it wasn't unusual for a 24-hour diner to have 15 or 20 of these jukeboxes, as they were accessible to patrons directly from lunch counters and booths.

The *CD Wallette*, which is available now, has an attractive design and style that allows it to match any decor.

For more information, or distributor referral, contact Rowe International Inc., 75 Troy Hills Road, Whippany, NJ 07981; (201) 887-0400; FAX (201) 887-2399.

Speed Shot, Air Rescue, Arabian Fight

Sega introduces a diverse trio of games with *Speed Shot, Air Rescue*, and *Arabian Fight*.

Speed Shot is an electromechanical, head-to-head soccer game that utilizes a track ball/kick button combination. By using the "Light Mark" control, the player brings his red or green LED Light Mark to the position where the ball is, then presses the button to kick it. He can attempt to return the opponent's ball by lighting the goalie's lamp and pressing the button at the precise moment.

Just like in real soccer, the game allows players to compete against each other by scoring points within a limited time. And the Light Mark control system gives *Speed Shot* a unique feature not found in conventional soccer games.

In *Air Rescue*, a one- or two-player sitdown game, the player becomes part of a helicopter pilot crew with this mission: rescue servicemen from a remote tropical jungle camp. Authentic scenes are reproduced by utilizing Sega's *System 32* capability; just hit the "zoom" feature at the time of low-altitude flying.

While watching the opponent's helicopter movements, the player can simultaneously plan rescue strategy and return POWs. Time ends when the aircraft runs out of fuel, but additional fuel is awarded for every man returned to the base. Tactical maneuvering and movements determine the player's success.

The cockpit rotates left or right with control stick movement; other controls include a missile launch button and throttle control. A map of the landing pad is seen on the lower right of the screen to help guide the helicopter to the POWs.

Arabian Fight, a conversion kit using the System 32, is a fighting game in which Princess Lurana must be saved from the evil Sheik. That job is left to brave Sinbat, courageous Ramaya, fearless Goldor, and valiant Datta. Along the way they must battle opponent after opponent.

Any one of the four warriors can be selected. Two to four people can play simultaneously or participate at any time. Characters can be enlarged to intensify the action by using the zoom feature. The graphics, with 3-D-like depth and perspective, resemble TV animation.

For more information, or distributor referral, contact Sega Enterprises Inc. USA, 2149 Paragon Drive, San Jose, CA 95161-0550; (408) 435-0201; FAX (408) 435-0294.

Lippy the Clown

Data East USA introduces a carnival-themed redemption game in *Lippy the Clown*. *Lippy* follows the successful *Wacky Gator*, *Cosmo Gang*, and *Hop-A-Tic-Tac-Toe*.

Features on this new addition to the Data East lineup include a fully adjustable ticket dispenser that allows operators to customize the game to suit each location; sturdy, shock and vibration-resistant construction; high quality cabinet; and easy access side door.

The giant animated clown face is highlighted by multi-colored blinking lights and a stereo sound track complete with clown voice and circus music. Players must aim balls into Lippy's moving lower jaw and try to knock out his teeth. Competition runs high for bonus and super bonus points.

For more information, or distributor referral, write Data East USA Inc., 1850 Little Orchard St., San Jose, CA 95125; (408) 286-7080; FAX (408) 286-2071 or (408) 971-0722.

Relief Pitcher

Just in time for baseball season! Atari's *Relief Pitcher*, a dedicated video, offers players a chance to throw a sinker, knuckleball, screwball, or rising fastball as their special pitch. Traditional fastballs and curveballs can also be selected, and players can mix up speed by throwing hard or off-speed pitches.

There are four ways to play the game: one-player 24-game season with a "stars" game and playoffs; one player 9-inning game vs. the computer; two-player 7-game series, and two-player 9-inning game.

There are four different teams with varying strengths and weaknesses. Operators can select which cities players can choose from—a great way to relive regional rivalries.

Controls include a joystick and special "cluster" button to augment strategy. The famous sports announcer Jack Buck calls the play-by-play and lends the right touch of reality.

Also worthy of mention: players in the field can run and throw to all bases, hit the cutoff man, and run down aggressive base runners. Players can choose to bunt, swing, or "go for it" with a power swing. Base runners can steal, stretch doubles into triples, and go for the suicide squeeze.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700; FAX (408) 434-3776.

The Getaway

The same creative team responsible for *Terminator 2* pinball has designed a fitting sequel to *High Speed*, the classic pinball from 1975.

This speeding car-themed game, *The Getaway*, introduces an opto-magnetic ball accelerator, the Supercharger. The action device spins balls around an elevated track with no moving parts. A functional Gear Shift, which replaces the standard ball shooter, activates scoring features and helps players maneuver the Video Game Mode Car Race on the full-size dot matrix display.

Other features include a rotating police beacon on top of the cabinet, a traffic light mounted on the playfield, and a licensed musical score of "La Grange" from Z.Z. Top. There's also three-ball multiball action, jackpots and super jackpots, and a "free ride" for players who lose a ball quickly.

For more information, or distributor referral, write Williams Electronics Games Inc. , 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

Kron-Duel, Kola-Kron

Cofusa Enterprises introduces an interactive two-player game with robot warriors firing real lasers, and a space-age, robotic soft drink dispensing system.

Kron-Duel, a futuristic battle-themed game, features robotic combatants with computerized voices, player-controlled lateral movement and rotation, laser targeting and firing, adjustable speed controls, multi-channel digital sound system, and galactic gaming grid. Game time is adjustable in eight steps; it can award tickets for success. Dimensions are 8' long, 4' wide, and 4' deep.

Kola-Kron dispenses six different cold drinks from a unit that interacts with, and serves, two customers at a time. The robot talks to patrons and responds to coin-operated push-button commands. It is a steel and aluminum mechanism with fiberglass exterior. The space requirement for this system is 180 square feet.

For more information, or distributor referral, write Cofusa Enterprises Inc., 649 Anita St., Suite A-4, Chula Vista, CA 91911; (619) 424-9460; FAX (619) 424-7562.

Hawk Avenger, The Simpsons Cupcake Contest

Bromley debuts two new redemption pieces: *Hawk Avenger*, a helicopter/target game with unique controls, and *The Simpsons Cupcake Contest*, a game that issues a challenge to "feed" sweets to Bart and Homer.

Hawk Avenger asks players to touch target points on the playfield by raising or lowering the helicopter as it circles overhead. Realistic chopper sounds and accurate controls add to the fun. Players control the speed and direction of the chopper. The game comes with a ticket dispenser.

Two players can race each other in an attempt to fill the mouths of Bart and his dad with goodies in *The Simpsons Cupcake Contest*. Ping pong balls take the place of real cupcakes, which drop from Lisa's hand and travel down curving tunnels into the desired spots.

Characters from this lop-sided and highly dysfunctional family cover the cabinet and capitalize on the popularity of the TV show. Players use buttons to activate the ping pong balls. In typical style, Homer's button says, "Drop them cakes!"

For more information, or distributor referral, write Bromley Inc., 3231 W. Victoria St., Chicago, IL 606559; (312) 267-6030; FAX (312) 509-9508.

Feed Big Bertha, Smart Card Dispenser

Smart Industries brings a new redemption game to market along with an accessory item sure to be of interest.

The game is *Feed Big Bertha* and features a 200-pound cutie who gains 25 pounds each time a morsel of food is tossed into her moving mouth. The food is balls that players keep sending her way; her dress expands to show success.

Feed Big Bertha has a voice action sound system that "begs" for food, a double coin mech with locking cash box, a credit/weight digital readout, top net, and ticket dispenser.

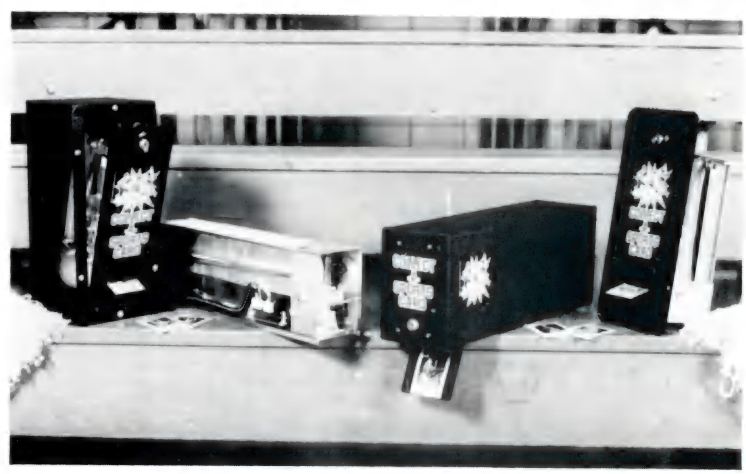
As an option, Smart offers its new CDV-550 *Smart Card Dispenser* that holds 550 sport or novelty cards. The dispenser is a plug-in, pin-compatible replacement for ticket dispensers and is available in either a horizontal or vertical model.

The CDV-550 (vertical) holds 550 cards; it is mounted on a modified ticket dispenser-style door. The CDH-1100 (horizontal) holds 1100 cards; it is designed for external mounting on either the side or bottom of a cabinet within a metal enclosure case.

Both the CDV and CDH models are front-loading and can be triggered by a logic pulse from any PCB or a switch closure. Features include single or multi-card dispensing, Deltronic interface compatibility, 12-volt DC motor, card counter meter, low card indicator light, Happ Controls tamper-resistant door, and easy front reloading.

Options for both models include a metal enclosure case for external mounting on either the side or bottom of a cabinet, or a metal plate for internal application with rear loading. Note: the CDV in the metal enclosure case can be mounted on either side of the cabinet *only*—not on the bottom.

For more information, or distributor referral, write Smart Industries Corp. Mfg., 1626 Delaware Ave., Des Moines, IA 50317; (800) 553-2442 or (515) 265-9900; FAX (515) 265-3148.



Vine Climb

Lazer-Tron debuts *Vine Climb*, the latest in its lineup of target-shooting games designed to appeal to all age levels.

Vine Climb can be used as either a one- or two-player game. It features a jungle theme complete with clear and authentic sound effects. The backglass shows a toucan in the center and snakes hanging from tree limbs. The object is to move two monkeys at the bottom of the backglass up their vines to the top of the trees.

Two laser guns are mounted on the front of the game. Players use them to aim rays at lighted bunches of bananas on a panel below the backglass. Success here moves the monkeys on the vines above.

Vine Climb is an updated version of the company's *Shuttle Launch*; a kit will be available to re-theme those existing games.

For more information, or distributor referral, write Lazer-Tron Corp., 7042 B Commerce Circle, Pleasanton, CA 94566; (415) 460-0873; FAX (415) 460-0365.

Baseball Prize Center

Bonita Marie now offers a host of new baseball-themed prizes for redemption counters and cranes, complete with a 10" by 13" poster to advertise these collectibles.

Among the many choices are keychains, sun visors, shoestrings, mini-pennants, bumper stickers, eraser packs, pins, buttons, and bendable figures all donning the names of major league teams.

From the Oakland A's to the Montreal Expos, fans of every team can be satisfied. Special orders are accepted for items with just one team's name, for those who want to back their local players to the max.

In addition, the company has a collection of gold-tone chains and pendants in the shape of baseballs and gloves. Items are available in the Bonita Marie peanut capsules, which come in two different sizes.

For more information, write Bonita Marie International, 1540 Rt. 37 West, Suite 2, Toms River, NJ 08755; (800) 272-6375 or (908) 349-1994; FAX (908) 341-4056.

Flamingo, Around the World

Coin Concepts adds two new games to their extensive product listing: *Flamingo*, a multi-player coin pusher, and *Around the World*, a five-hoop basketball game.

Flamingo draws immediate attention with its Las Vegas-style revolving header and graphics that complete the casino look. Features include a wide playfield, full anti-cheat system, and coin channeling. It is a four- or six-player hexagon unit with an abundance of flashing lights.

Around the World features five baskets in one eight-foot cabinet; three baskets are on the backboard and two are in dunking distance. Players are challenged to sink baskets following a flashing arrow.

The first round is regulation play: each basket scores two points and players must hit each one in numerical order. Achieving the mystery score (operator adjustable) advances players to the bonus round, where each basket is worth three points and the arrow flashes randomly. Other adjustable elements include time, score, and ticket award. The game is designed for universal use, in taverns as well as game rooms.

For more information, or distributor referral, write Coin Concepts Inc., 16 Edgeboro Road, Unit 5, East Brunswick, NJ 08816; (800) 462-COIN or (908) 390-9009; FAX (908) 390-3373.

Coin-op FAX

The Voice/FAX Corp. introduces the world's first coin-operated public FAX machine. The unit, called "FAX-For-Less," uses MCI as a carrier and can automatically be set from 25 cents to $1, including the call. The store owner never has to interrupt his primary business to deal with a FAX.

The company says research has shown that 63 percent of business travelers send FAXes while away from their offices, in most cases paying high hotel charges. Using retail shops typically costs between $2 to $3 a page, plus the cost of the phone call. Public FAX machines require credit cards to transmit, and those credit charges are added to the cost.

The machine is encased in steel with security locks; it can sit on a counter, a pedestal, or be wall-mounted. It has the same dependable coin-operated mechanism used in pay phones, as well as a computerized microchip board. The unit requires no paper (outgoing FAXes only) and takes up less than two square feet.

For more information, contact The Voice/FAX Corp., 21212 Erwin St., Woodland Hills, CA 91367; (800) 723-4023 or (818) 888-2388; FAX (818) 888-7729.

Ticket interface computer

The company of Play Meter contributing writer Vic Fortenbach, Vicco Electronics, offers a device called "Tic Board." It's a ticket interface computer that allows you to turn any JAMMA-compatible video game into a ticket redemption piece—thereby extending the life of older games through the awarding of prizes.

Tic Board is easy to install and can be used with any ticket or card dispenser; it's programmed by dip switches and EPROM. There are four different ticket levels, with zero to 15 tickets for each. Tic Board is *not* based on game time. Two- or four-player games require extra Tic Boards and ticket dispensers (one for each player).

For more information, contact Vicco Electronics, P.O. Box 1019, Cathedral City, CA 92234; (619) 322-4000.

Coin-op phones

G-Tel Enterprises, distributor of Telco International desk-top coin phones, now has available Models 674 and 696.

The gray Model 674 offers the following features: free or charged 911, 800, 0, 411, and 555-1212 calls; restrictions on 976, 900, 950, overseas, and 10XXX numbers; programmable for multi-area code local calling, as needed, in New York, Los Angeles, Chicago, etc.; time setting from one to 16 minutes for incoming and outgoing calls (the calls can also be unlimited); and an owner's key that allows for dual functions.

Model 696, also gray, has the first two features listed for Model 674 and these additional ones: completely programmable to charge up to six quarters for any combination of exchanges and area codes; timed incoming and outgoing calls; the potential to earn extra income from 1+ carriers and OSP credit card calls; blockage of hook switch dialing and tone dialers; copyrighted programming capabilities.

Optional for both is a "lock-up banker" in red or black. It provides added security, allowing the phone to be mounted to a wall or counter. The banker also offers increased signage and directions and expansion of the coin box from $50 to over $250.

For more information, contact G-Tel Enterprises, 17423 Shatnerwood Drive, Houston, TX 77095; (713) 756-3723; FAX (713) 550-1028. □

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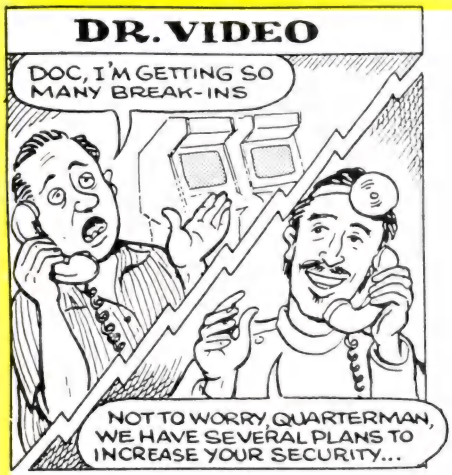

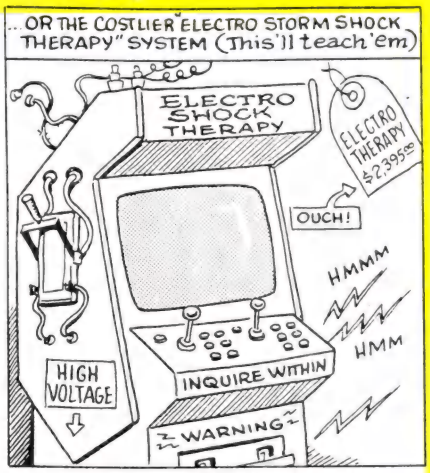

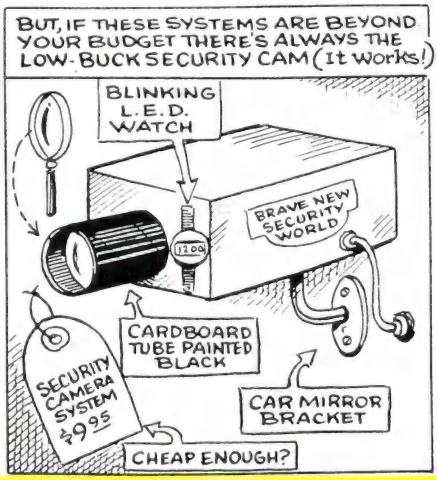
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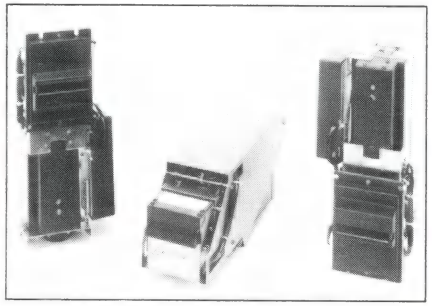

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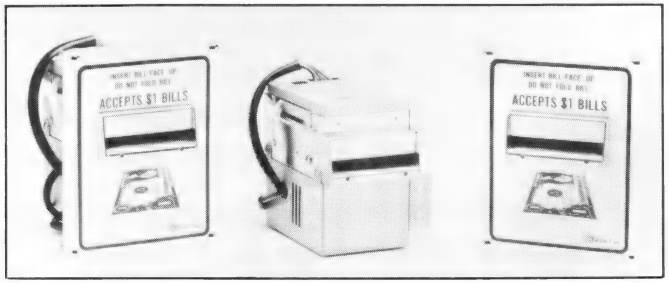

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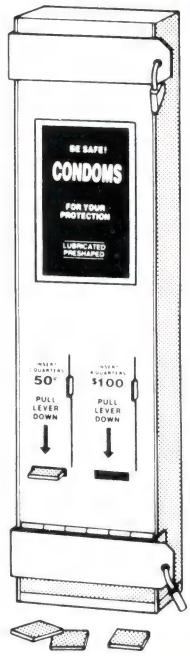

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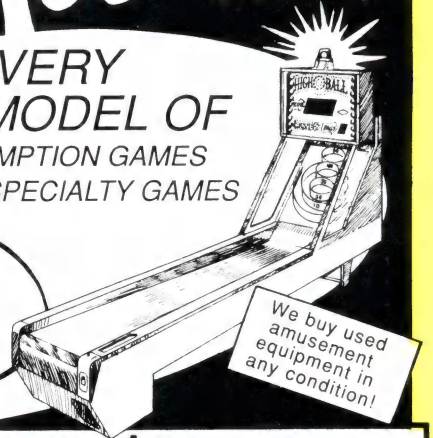

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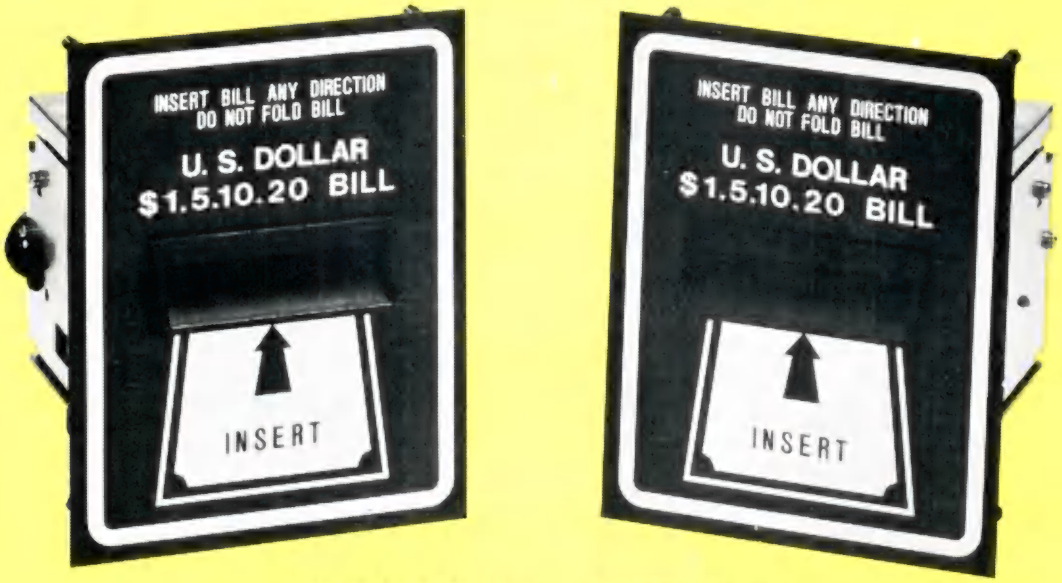

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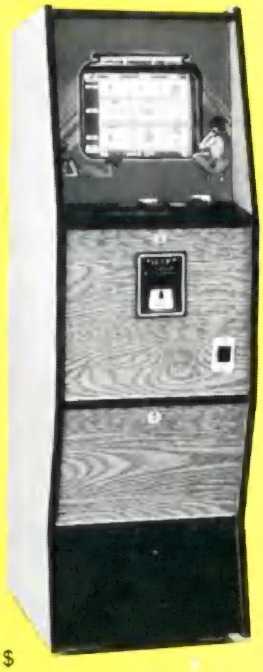

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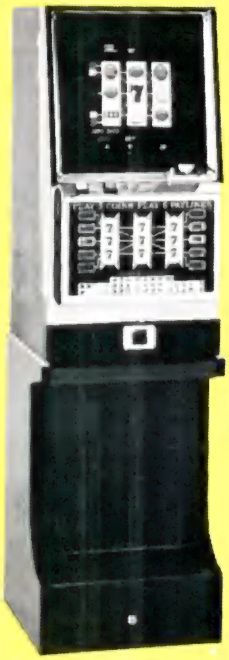

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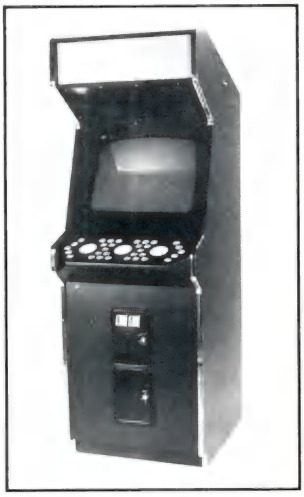

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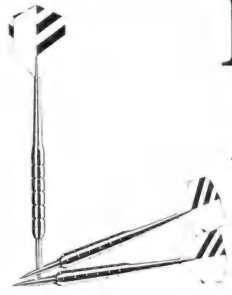

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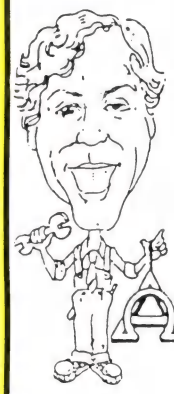

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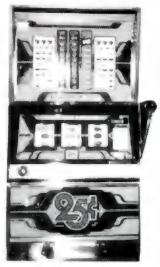

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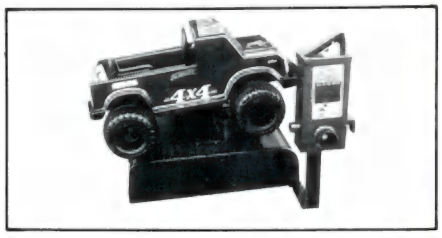

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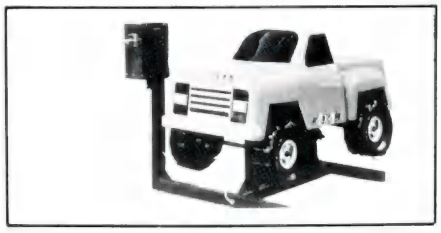

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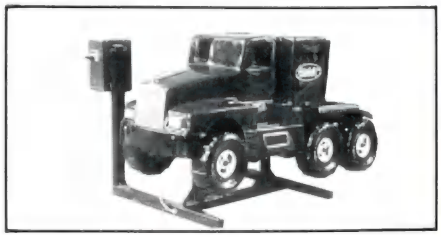

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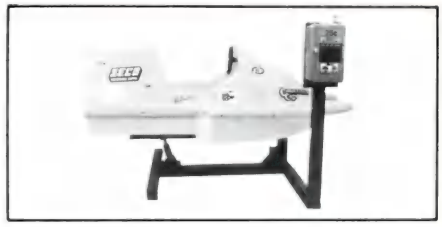

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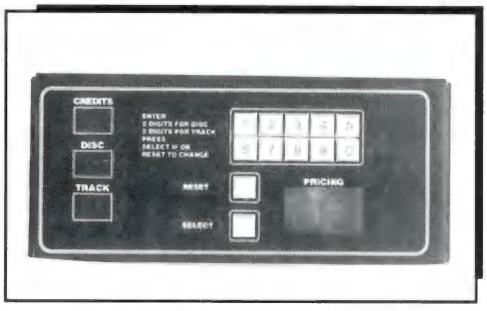

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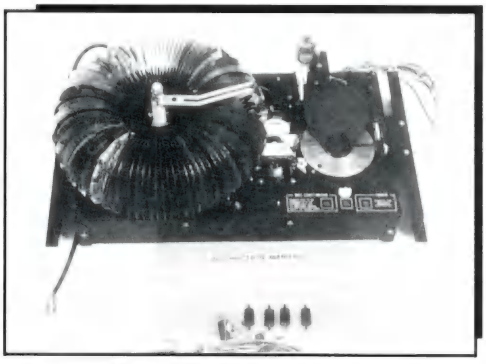

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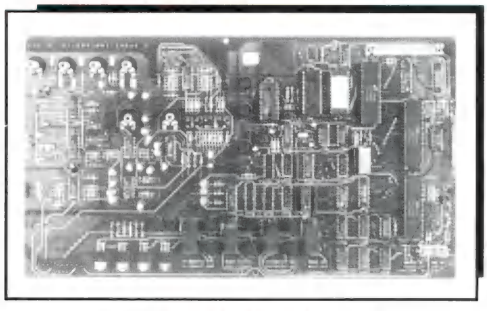

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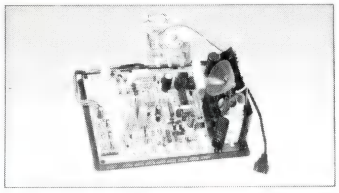

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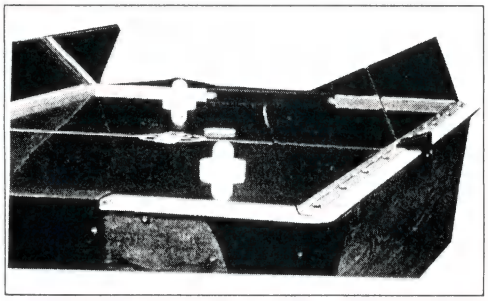

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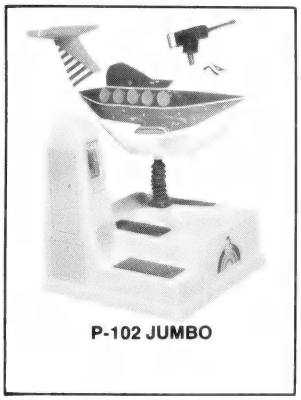

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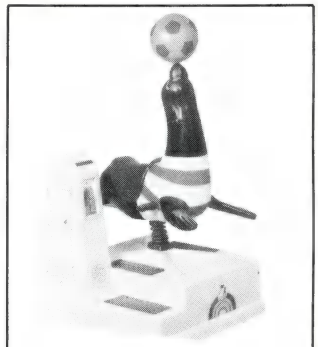

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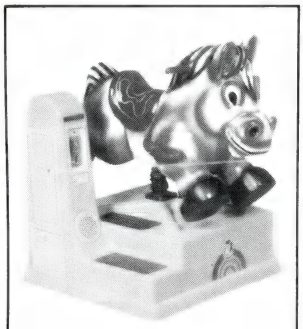

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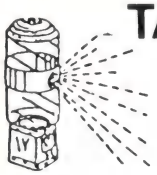

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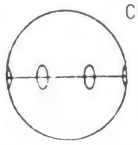

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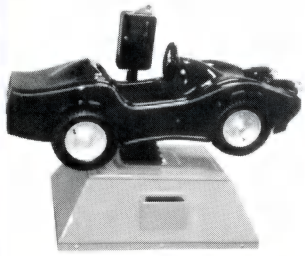

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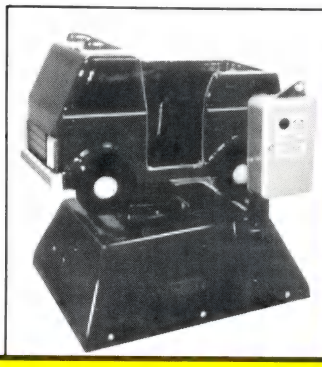

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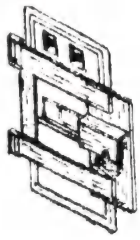

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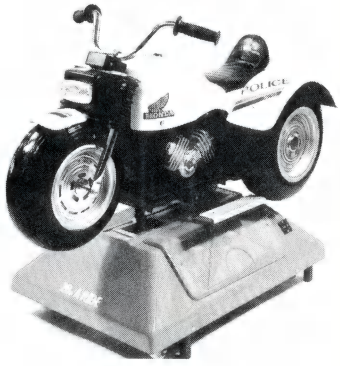

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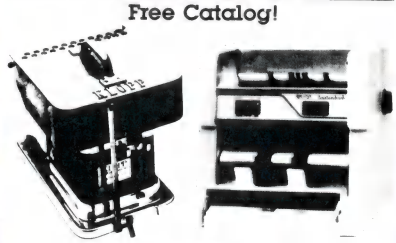

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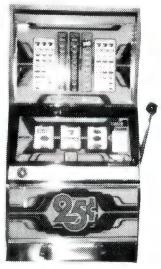

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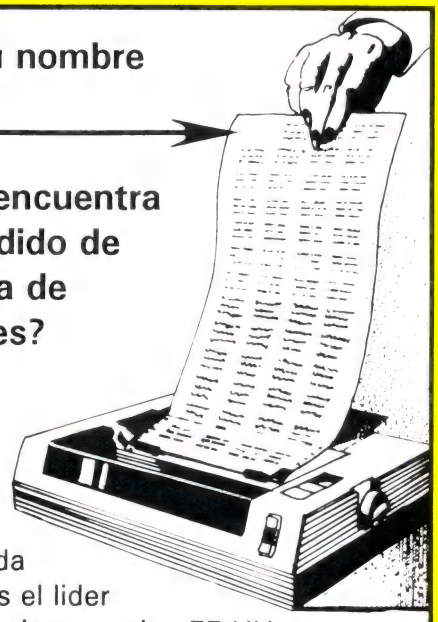

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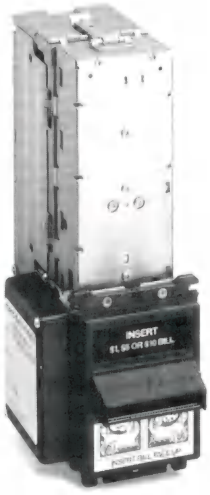

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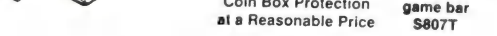

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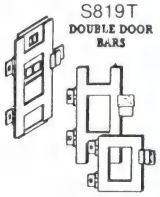

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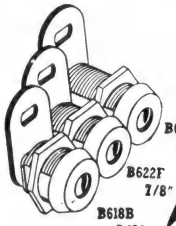

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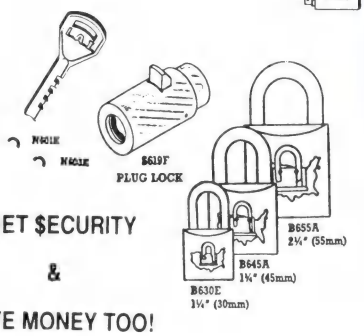

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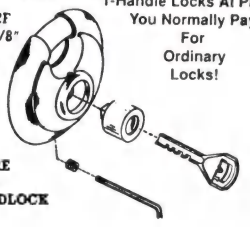

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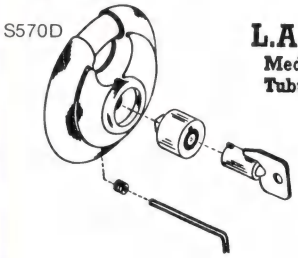

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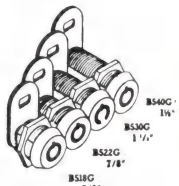

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CALENDAR

April 28-May 2
AMOA National Dart Association 7th Annual International Team Championship, Sahara Hotel & Casino, Las Vegas, Nev. Contact Joe Conway (414) 263-2444.

May 14-16
Wisconsin Amusement and Music Operators (WAMO) Annual Convention and Trade Show, Oshkosh Hilton, Oshkosh, Wis. Contact WAMO (414) 529-4704.

May 23-30
12th Annual Valley National 8-Ball League Association (VNEA) International Championships, Riviera Hotel & Casino, Las Vegas, Nev. Contact Gregg Elliott (517) 893-1800.

May 28-30
Ohio Coin Machine Association (OCMA) Annual Convention and Trade Show, Radisson Airport Hotel and Conference Center, Columbus, Ohio. Contact OCMA (614) 888-9772.

May 28-31
California Coin Machine Association (CCMA) Annual Convention, Dana Point Resort, Dana Point, Calif. Contact Cindy Urcan or Nadean Mendenhall (916) 441-5451; FAX (916) 442-5961.

May 29-31
Northeast Regional Trade Show, Westchester Marriott in Tarrytown, N.Y. Contact Karen Nagel of AMOA-NJ (908) 287-4990; FAX (908) 287-3079.

June 7-9
Joint AAMA/AMOA Government Affairs Conference, Hyatt Capitol Hill and the Washington Court on Capitol Hill, Washington, D.C. Contact either AAMA (703) 494-2758 or AMOA (312) 644-6610.

June 19-21
Illinois Coin Machine Operators Association (ICMOA) Annual Meeting, Continental Regency Hotel, Peoria, Ill. Contact ICMOA (708) 369-2406; FAX (708) 369-2488.

July 3-6
Tornado National Championship of Foosball, Oklahoma City, Okla. Contact Tornado promotions (303) 933-1170.

July 17-19
Amusement Operators of Texas (AMOTX) Annual Convention, Westin Paso Del Norte Hotel, El Paso, Texas. Contact Betty Ringo (817) 325-1005 or Vancie Todaro (409) 776-8287.

July 17-19
Pennsylvania Amusement and Music Machine Association (PAMMA) Annual Trade Show and Convention, Seven Springs Mountain Resort, Champion, Pa. Contact Janette Polly (717) 232-5322.

July 23-25
Ninth Annual Billiard Congress of America International Trade Expo, Kansas City Convention Center, Kansas City, Mo. Contact Frank Zdy (619) 278-3877; FAX (619) 268-9372.

Sept. 10-13
North Carolina Amusement Machine Association (NCAMA) Annual Convention, Stouffer Winston Plaza Hotel, Winston-Salem, N.C. Contact NCAMA (919) 584-4833; (919) 584-6669.

September 2-7
Tornado World Championship of Foosball, Dallas/Ft. Worth Airport Hilton, Dallas. Contact Tornado promotions (303) 933-1170.

September 15-17
Fun Expo, Second Annual Family Fun Center & Miniature Golf Show, Convention Center, New Orleans. Contact Bailey Beeken, Bellwether Expositions (914) 682-2027; FAX (914) 682-2152.

October 1-3
Amusement and Music Operators Association (AMOA) Expo '92, Opryland Hotel and Convention Center, Nashville, Tenn. Contact AMOA (312) 245-1021.

November 5-7
National Automatic Merchandising Association Trade Show and Education Sessions for Vending/Foodservice Management, Washington Convention Center, Washington, D.C. Contact NAMA (312) 346-0370.

1993

March 11-13
American Coin Machine Expo (ACME), co-sponsored by Play Meter and AAMA, Las Vegas Hilton Hotel and Sands Convention Center, Las Vegas, Nev. Contact W. T. Glasgow Inc. (708) 333-9292.

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Was something missing?

I've been known to occasionally write things that people disagree with or flat-out dislike. That's fine—in fact, it's healthy. The point isn't to make everyone happy; rather, it's to throw out an idea for the readers to chew on and consider. I may be heading down that road again, but here goes.

If I had to choose one word to describe the mood at ACME '92, it would be ambivalent. Usually the electric feeling of a national trade show hits me the minute I reach the floor. I didn't get that feeling at the start of the show, and it never materialized. Part of it, I'm sure, could be attributed to operator attendance being down. There wasn't the normal adrenaline rush of being packed like a sardine on the aisles, *a la* a Manhattan sidewalk at noon. But there was more.

I didn't sense the usual trade show *joie de vivre*, the banter, the chatter, the playful ribbing. Faces that routinely carried smiles were dour; a few moments of bull-shooting was replaced with short, businesslike hellos. The special spark that characterizes a major coin-op amusement shows was, to my eyes, missing at ACME '92.

I shared my thoughts with various operators while at the show. One said, "What's new? I haven't been to a show that excited me in years." Another commented, "Look around here. How many video games do you see that will earn like *Street Fighter II*? It's no wonder people aren't upbeat, considering the number of mediocre games to choose from." Indeed, in the vast video game category, only Capcom's *Street Fighter II, Champion Edition* and Konami's *X-Men* were consistently cited as must-buys.

On one hand, operators may be unfair when they continually bash manufacturers, seemingly their favorite pastime. Who knows what operators want? They clamor for "something different, something different," so manufacturers give them a puzzle or cutesy game. Nobody buys it. If you're a manufacturer, what else is there to do but return to fighting games? When they spend big money to develop new technology, operators say, "Oh, it's nice, but how can I afford it?"

On the other hand, at 25 cents a play, it takes beaucoup quarters to pay off a game. Can operators be blamed for perusing the show aisles and proclaiming, "Sorry, I'll pass." Manufacturers complain that all operators want is that monster hit, not spending the time at shows to consider product that doesn't overwhelm at first blush. Again, the operator would likely respond, "I can't *afford* to give it a chance."

Unexciting product (the perception by many, fair or unfair) and lower operator turnout. The latter, undoubtedly, was affected by our nation's less-than-robust economy. When you're paralyzed by the fear that an economic tornado could touch down at any moment, can visiting a trade show be considered anything other than a luxury? Others didn't come because of the site—San Antonio—the day sequence—Sunday through Tuesday — or the usual: "All I need to do is visit my distributor to see what's new."

Maybe ACME '92 was just an aberration, an off show. I hope so. I'd hate to think it was indicative of a long-term malaise that's crept into the coin-operated amusement industry. □

Christopher Caire

Christopher Caire
News Editor

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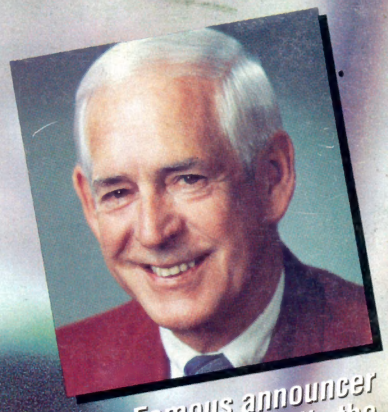

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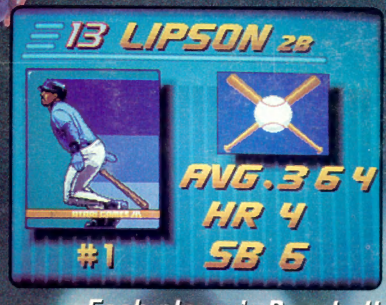

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